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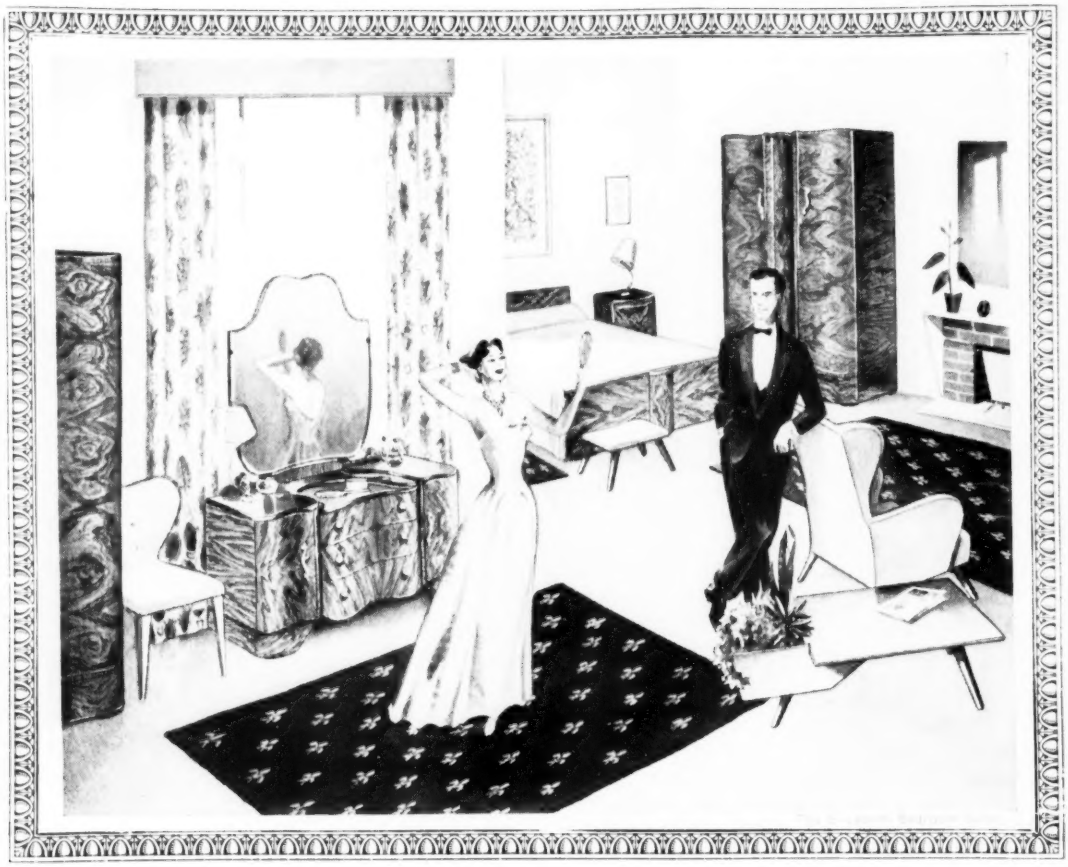

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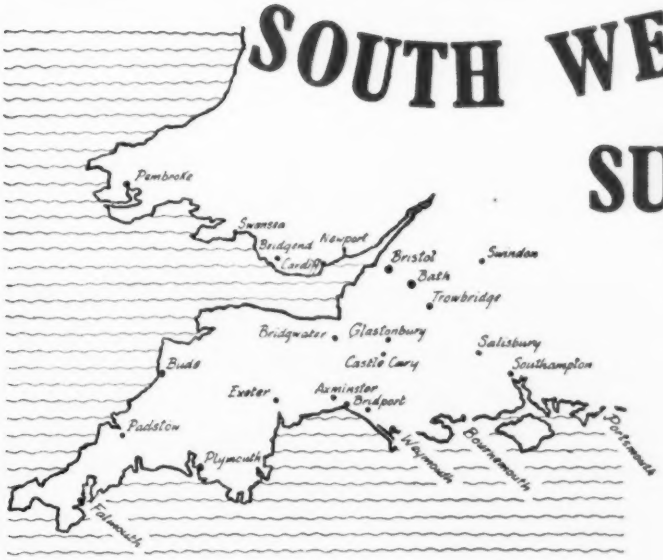

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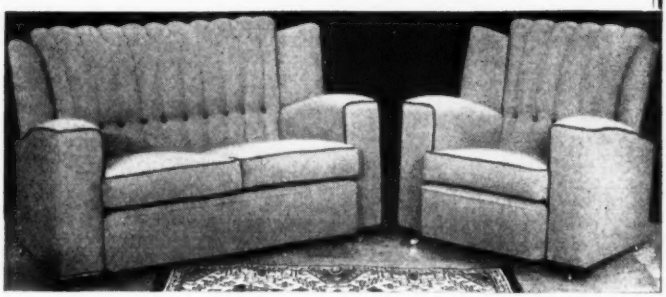

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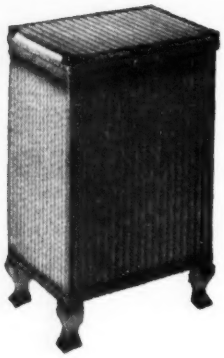

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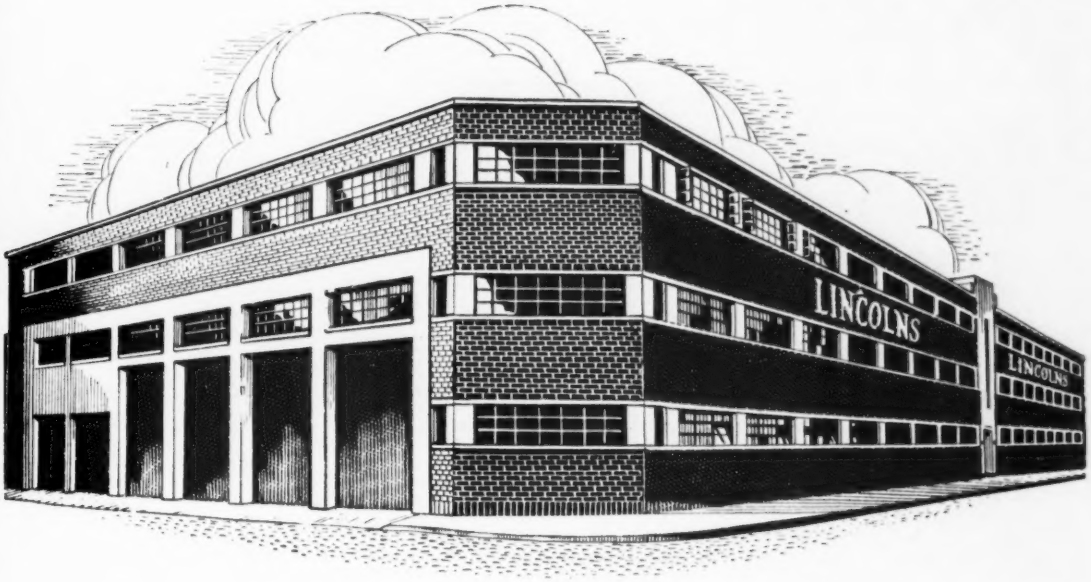

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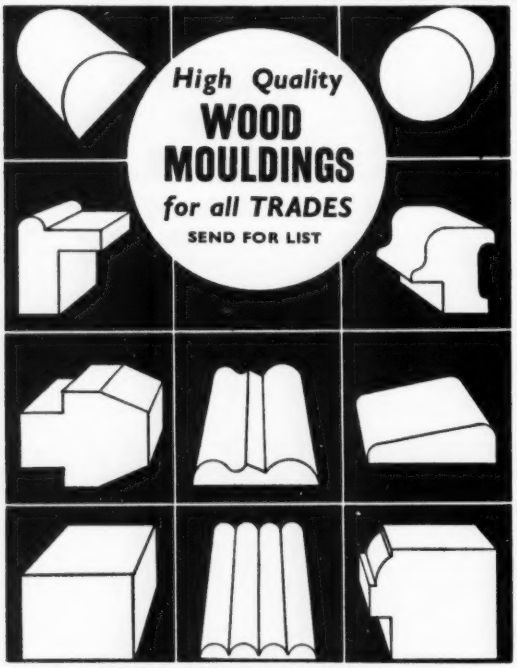

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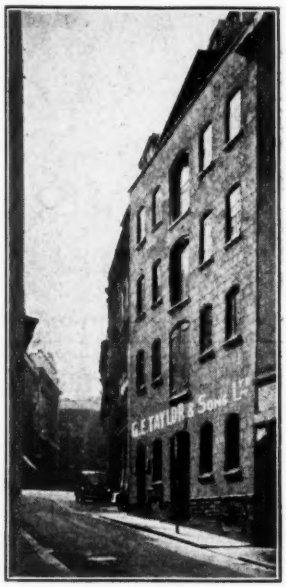

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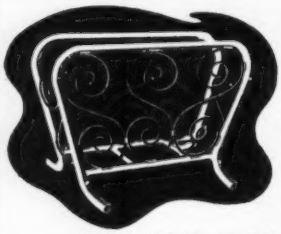

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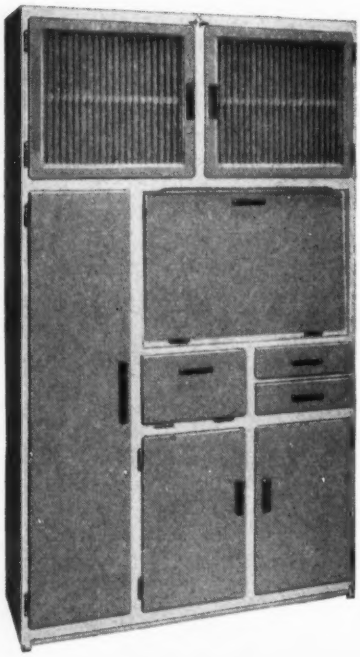

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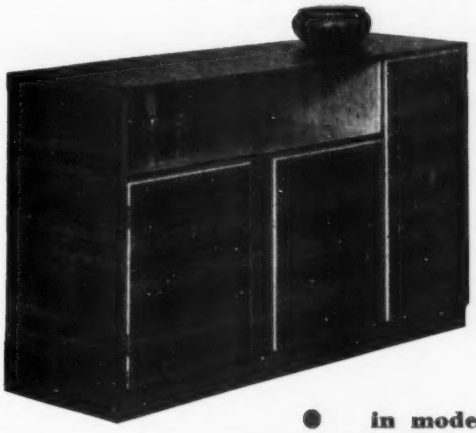

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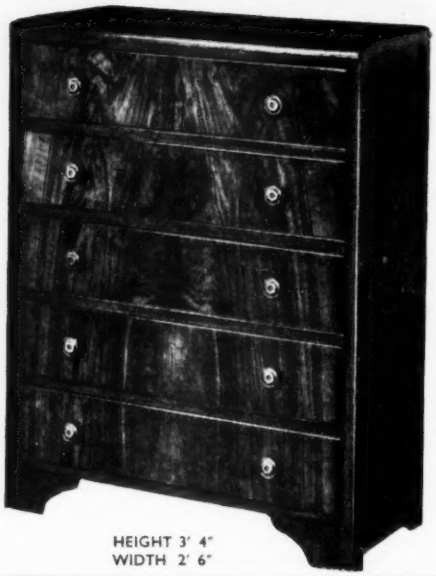

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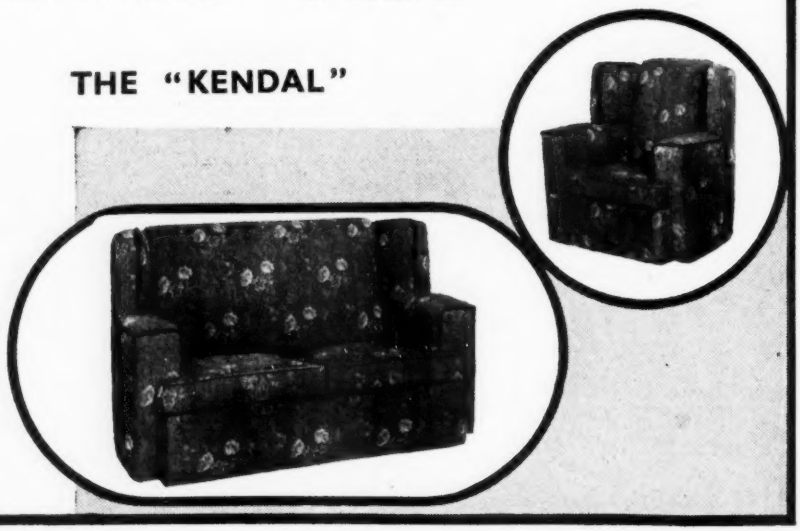

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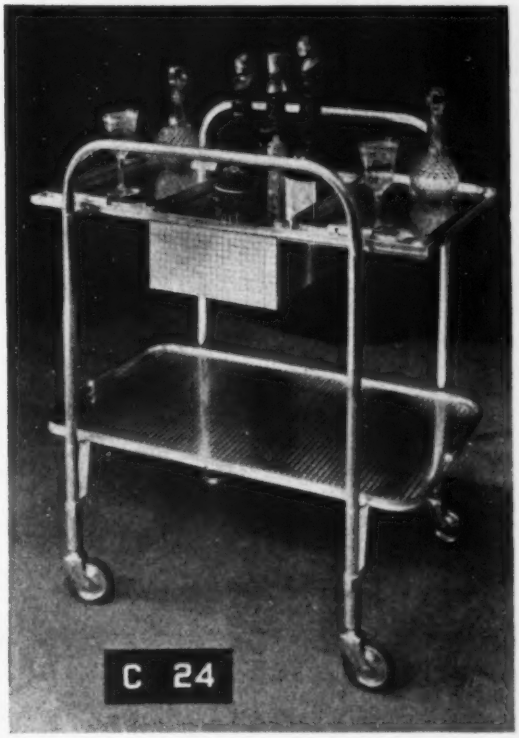

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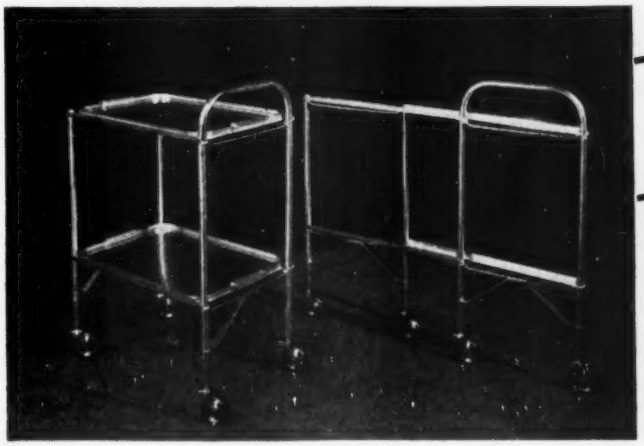

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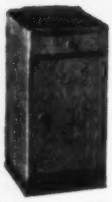

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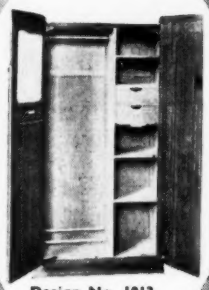

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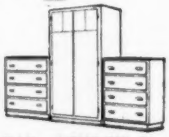

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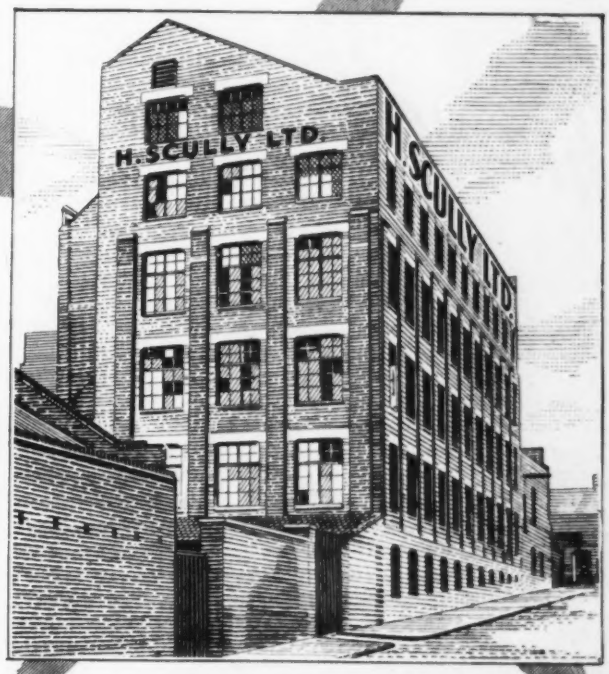

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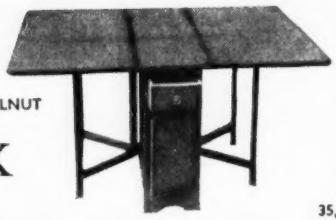

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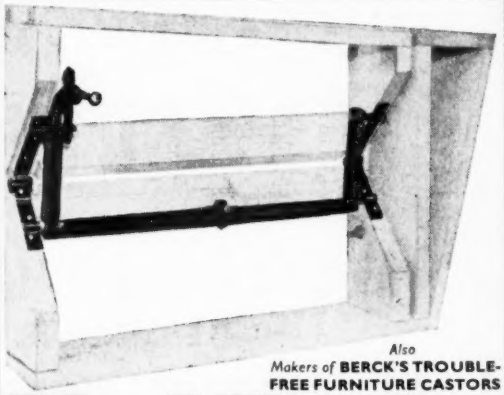

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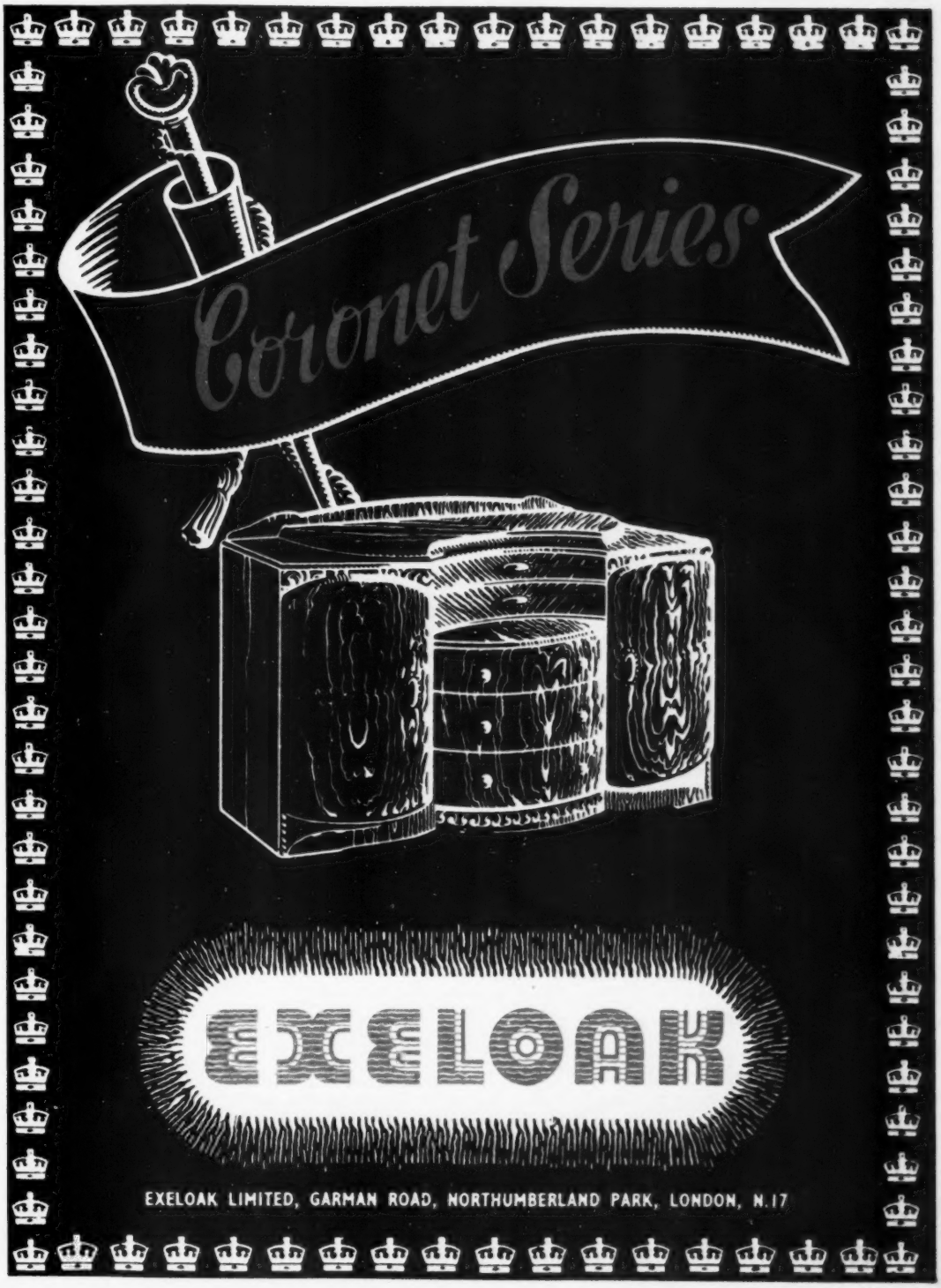
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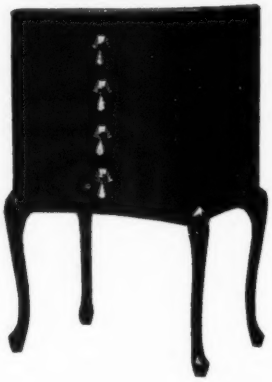

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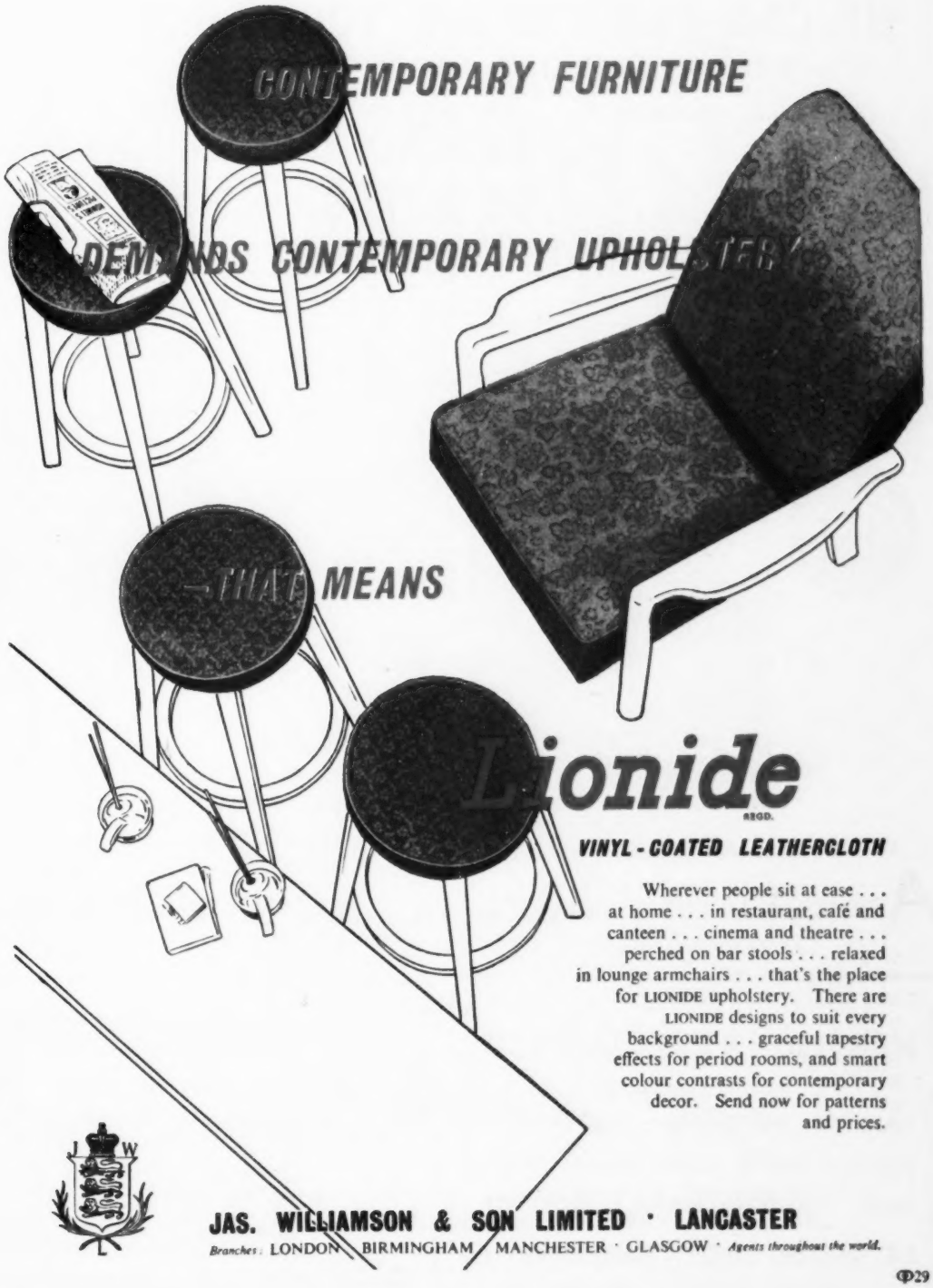
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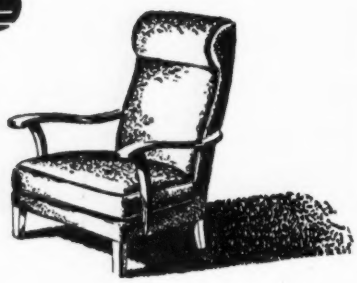

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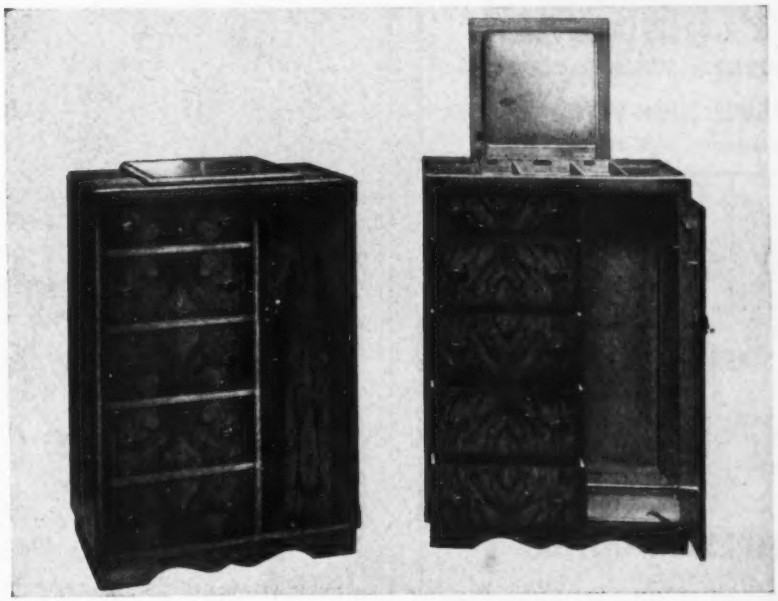

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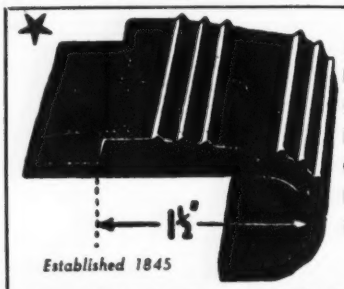

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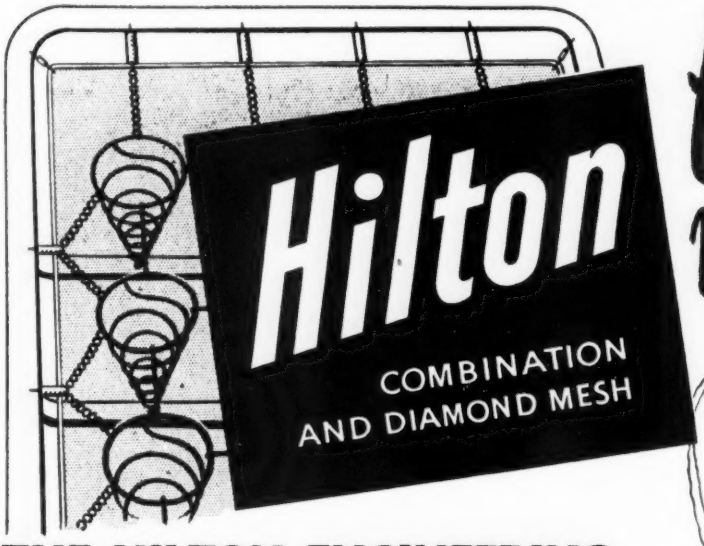

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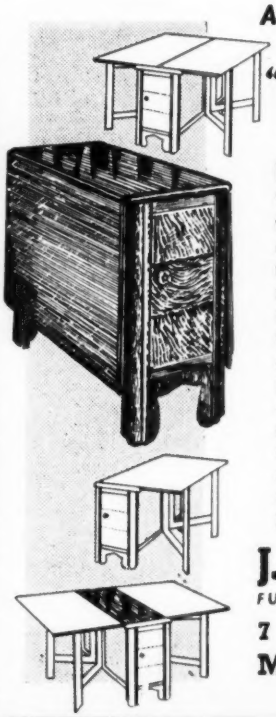

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There will be two Group Stockrooms next week at Newcastle-on-Tyne and at Hanley, at which D. M. Davies of Slough Ltd., Woodland Furniture (London) Ltd., and Welsh Furniture Industries Ltd., will be showing jointly. Bedroom and Dining Room Suites; "Fitrobe" Functional Furniture and the "Neatette" range of Kitchen Cabinets will be on display.

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In Attendance—Hanley:
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Mr. E. Harvey *(D. M. Davies of Slough Ltd.)*
Mr. A. Marsh *(Welsh Furniture Industries Ltd.)*
Mr. C. Lines *(Woodland Furniture [London] Ltd.)*

In Attendance—Newcastle-on-Tyne:
Mr. M. M. Collings *(Sales Manager, Welsh Furniture Industries Ltd.)*
Mr. R. H. Smith *(D. M. Davies of Slough Ltd.)*
Mr. H. B. Day *(Welsh Furniture Industries Ltd.)*

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Phone: BIShopsgate 4984
October, 1953.

TO: All Stockists
FROM: The Managing Director

re: LITAWEAVE

You will have seen my previous announcements regarding LITAWEAVE the remarkable new woven fibre which we have introduced for loom furniture. It has been quite impossible to show samples throughout the country but wherever they **have** been seen orders are immediately forthcoming.

Among the reasons for the popularity of LITAWEAVE with the buying public are the following:—

LITAWEAVE is dyed in beautiful, gay and colourful patterns before weaving.

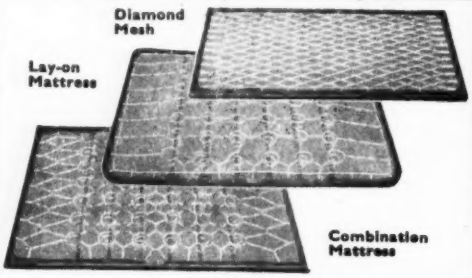
LITAWEAVE is smoother and more durable than ordinary woven fibre.

LITAWEAVE can be **cleaned** with a damp cloth—the plasticised surface protects the colour and the material.

LITAWEAVE is exclusive to us and we are delighted with the response of the trade to this great advance which we have achieved in Woven Fibre Furniture.

LITAWEAVE is now in full production.

JOHN KAY, Managing Director.



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Vol. xxxvi. No. 665 Subscriptions 40s. per annum, post free (45s. Overseas) 180 Fleet Street, E.C.4. Tel.: CHAncery 8844 (15 lines) October 23, 1953

M.P.s Won't Support Plan for January Tax-Change

N.A.R.F. Backs Kite-scheme—But "Standard Too Low"

A FURTHER attempt by the Joint Committee of Retail Trade Associations to secure an amendment to this year's Finance Bill to provide for a scheme of rebate to retailers when tax rates are reduced has found no support among Government M.P.s who had previously supported the same principle.

This was said in the report of the Merchandise Committee of the National Association of Retail Furnishers, which was presented to a meeting of the National Council at the Waldorf Hotel, London, on Tuesday.

The report went on:—

In view of the large-scale reductions in tax rates over a wide range of goods introduced by the Chancellor in last April's budget, and statements which were made during the Parliamentary debates, **there is a widespread expectation that reductions of similar magnitude will be made in next year's budget.**

In anticipation of this it is believed that the holding off of buying on the part of the public will be of such dimensions as to cause a most serious dislocation in retail trade and in those industries which manufacture consumer goods subject to Purchase Tax.

Representations have been made to the Chancellor of the Exchequer that any large-scale reductions in tax rates which he may introduce next year should be made in January rather than in the April budget.

Official reply has been received from the Chancellor stating that he will bear this suggestion in mind.

In the meantime the committee has given further consideration to whether "S.o.R." transactions should be encouraged between members and their suppliers.

This system defers the retailer's tax liability until he accepts the goods in the legal sense always provided he has the absolute right to return them if unsold.

Problems of records and the effective separation of "S.o.R." stock from tax-paid stock are considerable but the committee resolved to discuss the "S.o.R." method with certain manufacturers' organisations.

The publicising of the recent increase in carpet prices and especially its treatment in one particular newspaper has given rise to many complaints as to the policy of issuing Press statements announcing price changes.

On the same day as the misleading announcement (which quoted the makers' price exclusive of tax but the retailers' price inclusive of tax, without mentioning the tax element) appeared, a correcting letter was sent by N.A.R.F. but unfortunately was not published.

(Continued over page)

Cuthbert Greig B.F.M. President

MacA. Bexon Honoured

THE newly-elected president of the B.F.M. is Mr. Cuthbert Greig, M.B.E., F.C.I.S., He succeeds Mr. MacAlister Bexon, who has retired from office after eight years as, first, chairman, and, later, president.

In recognition of his work, Mr. Bexon has been made an honorary president; the only other holder of this office is Sir Herman Lebus.

This was announced at a Press conference on Tuesday when details of B.F.M. officers and committees for 1953/54 were given.

Names of office holders in addition to those given above are: vice-president — Mr. H. R. Hoskins; chairman—Mr. C. A. Lakin, M.B.E.; vice-chairman—Mr. F. D. Welters; hon. treasurer — Mr. Herbert E. Gibbs. **(Committees next page).**

N.A.R.F. says position unsatisfactory when—

Kite Furniture is Made in Same Factory as Non-Kite

(from previous page)

It should also be made clear that the Federation of British Carpet Manufacturers did not issue its cost prices to the Press.

In this connection the committee has considered a suggestion that a Press liaison sub-committee should be set up for dealing with matters connected with the Press.

Careful consideration has been given both by the Merchandise and Executive Committees to the important question of supporting and publicising the B.S.I. Kite-mark scheme for domestic furniture and bedding.

While these are on the low side and cannot be said to guarantee a high or even a medium quality product, the committee recommends members of the association to adopt the Kite mark as a step in the right direction against the production of sub-standard furniture.

In addition the committee has called attention of the B.S.I. to the unsatisfactory situation whereby a manufacturer can be licensed to produce Kite-mark furniture and also make non-Kite-mark furniture in the same factory.

Accordingly it has been suggested that manufacturers should be required to elect whether they are going to produce all their furniture to the B.S.I. minimum standard, or not.

Finally the committee recommends that the time has arrived to press for raising the level of those furniture standards which have been issued and which are to be issued.

For the same reason the committee is opposed to the substitution of performance tests for detailed specification in relation to bedding and has suggested that mattresses are essentially a type of article in respect of which detailed specifications should be retained as well as and in addition to any performance tests which may be devised.

Marking Lino in Length

The association has taken up with the Linoleum Manufacturers Association the question of reverting to the pre-war practice of marking linoleum in 9ft. lengths.

This request has been drawn to the attention of manufacturers, some of whom are already marking linoleum in lengths whilst others who do not do so will no doubt bear this in mind.

Attention has been called to the preferential purchase tax treatment accorded to built-in furniture as against movable domestic furniture, as a result of which **the committee is of the opinion that built-in furniture and fittings are having a detrimental effect on the better class furniture trade.**

The committee is reluctant to seek an extension of Purchase Tax to these items and would prefer to see this problem approached by furniture manufacturers and retailers together, having regard to the fact that the chief object is to save labour and space.

Retailers generally are just as capable of handling this type of work provided manufacturers can produce appropriate unit and room-built furniture to supply them.

The matter has been taken up with the B.F.M. and is receiving the attention of a specialist committee, but in the meantime the committee have been informed that manufacturers would be pleased to co-operate with any retailers receiving enquiries for furniture to be built-in to specifications.

Carpet Message Was In Carpet Wool!

This display at John Perring, Ltd.'s North Street, Guildford, branch appeared during "Carpet Fortnight." It was designed, dressed and the scenery was painted by Mr. E. C. Benton, the carpet manager.

New B.F.M. Committees

General Purposes: chairman—Mr. L. W. L. Alston; members—Messrs. R. C. Sunley, K. Reid, A. H. Hall, A. Godfrey, J. Sklan, J. Caldwell Jones, G. D. Whipp, C. E. Bennett, William Kyle, E. W. C. Morrant.

Materials and Production: chairman—Mr. P. J. Birch; members—Messrs. C. R. Elliott, W. B. Spencer, F. Lucas (or J. Morris Hall), Guy Rogers (or H. Graham), R. Jackson, G. K. Latimer, F. W. Thompson, A. Mennie, F. A. Silvester.

Trade Conditions: chairman—Mr. G. S. Keen; members—Messrs. J. E. Hawkins, W. Angerson, A. E. Lock, F. Lucas, H. Graham, C. Pierce, N. P. Smith, D. Day, W. M. Johnston, G. M. Williams.

Exhibitions: chairman—Mr. R. C. Sunley; members — Messrs. E. Millington Jones, A. W. Hands, G. Greaves, W. E. Wrighton, Guy Rogers, G. Earnshaw, J. Caldwell Jones, A. McR. Pickering, William Kyle, B. R. Thomas.

Bristol A.M.U. Gives Up Advertising Plan

A PLAN for collective advertising by members was abandoned at the October meeting of the West of England Branch (Bristol Section) A.M.U.

The scheme had been discussed at a number of previous meetings and agreement reached to proceed with the project. When it again arose out of the minutes, Mr. P. H. Simpkins said there seemed to be such little interest in it on the part of most members that it was not practicable to proceed.

Big Furnishing Expansion By Heelas, Reading

LARGE-SCALE expansion of the furnishing side of their business is to be made by Heelas, Ltd., Broad Street, Reading, Berkshire.

Completion of an extension scheme which is now being carried out will provide the store with an enlarged bedding department, transferred from the first to second floor. The vacated space will permit the installation of additional model furnished rooms covering the entire main furnishing gallery where, in an extension on the right, a new section is now being added to augment existing displays of New Elizabethan furniture.

Another area is to be opened up as a furniture showroom in a wing at the back of the main furnishing floor, and will be equipped with a fully-furnished budget flatlet at the far end of this extra exhibition space.

Mr. J. M. Prescott, furnishing manager and buyer, who has completed 21 years' service at the store, told a *Furnishing World* reporter that sales of New Elizabethan furniture have been influenced by the recent introduction of a number of room schemes, and it has been decided to extend this mode of presentation to cover as much space as possible, and showing all styles of furniture and furnishings, and to tie-up with fabrics and wallpapers. Conversion of second floor stockrooms into useful showroom space is also contemplated in the near future. "The demand for New Elizabethan furniture now constitutes approximately forty per cent of our total sales," he added.

Assistant buyer is Mr. C. E. Spencer, who joined the store earlier this year from Liberty & Co., Ltd., Regent Street, W.1.

Drages New Furnishing Store in Glasgow

Stresses New Elizabethan Style

At the opening of the new Drages store were, left to right, Mr. D. H. Clark (store manager), Mr. Geo. F. Roe (area controller for Scotland, Hopkinson Group, G.U.S.), film star Anne Crawford, Mr. Wm. Mason (general manager and director Northern Div. Hopkinson Group, G.U.S.), Mr. Stanley Jones (assistant supervisor for Scotland, Hopkinson Group, G.U.S.)

THE new three-storey Drages furnishing store opened in the heart of Glasgow at 126 Sauchiehall Street, last week.

Police and shop assistants linked arms to control a crowd of several hundred who clamoured for admittance as film star Anne Crawford performed the opening ceremony.

The store is claimed to be the first in Glasgow to be modelled in part as a setting for New Elizabethan furniture.

"We call it Elizabethan furniture," said one of the directors, Mr. William Mason. "The new styles are established in the public taste, and we are out to cater for that taste."

Mr. D. H. Clark, manager, explained that the four floors of the building (formerly occupied by the old-established furniture firm of Bryce's) had been completely renovated and modernised during the summer.

"There has been such a demand for Elizabethan furniture that we have set out to display it at its utmost advantage," he said.

The new store occupies some 900 sq. ft., comprising furniture, radio and television, bedding and carpet departments.

Drages former premises in nearby Renfield Street are to be reopened under the name of Benzies and will cater exclusively in New Elizabethan stock.

Miss Wendy Roe, 10-year-old daughter of the firm's area controller for Scotland, presented a bouquet to Miss Crawford during the opening ceremony.

New Elizabethan Show Had To Be Prolonged

THE exhibition of New Elizabethan furnishings organised by the Huddersfield Co-operative Society, Ltd., in conjunction with the Council of Industrial Design which opened on Friday, October 2, was extended until Saturday, October 17, in place of Thursday, October 15, as originally planned, owing to the amount of interest shown by the public.

It was recorded that the largest attendance of visitors and shoppers ever to visit the furniture department of this store had been made on the three Saturdays during the period of the exhibition.

Credit goes to Mr. Harry L. Midgley, the manager and buyer who has been responsible for the showroom and window displays, and the room interiors.

Careful attention was given to the selection of the designs shown, which included Hille, Gomme, Kandya, Everest, Race, Gimson and Slater, Cox, Morris, along with several Scandinavian pieces, and well chosen accessories.

The exhibition included the C.o.I.D. room corners.

The exhibition attracted members of the retail trade and many manufacturers, who considered it to be one of the best New Elizabethan shows.

Sixth Shop for Carpet Firm

FORMER restaurant premises at 34 North End Road, Golders Green, N.W.11, have been taken by Eastern Carpet Stores, floorcoverings specialists, 22 Turnpike Lane, Hornsey, N.8, and will be opened as new branch showrooms on completion of shopfitting alterations.

Buying for this company's chain of shops is conducted at the head office address by Mr. John Miller, principal. Other branches are at 186 High Street, Walthamstow, E.17; 106 High Street, Waltham Cross, Herts; 25 The Broadway, Burnt Oak, and 288 Hale Lane, Edgware, Middlesex.

Rayon Furnishing Show Opened By Princess

THE Rayon and Rayon Mixture Furnishing Fabrics Exhibition at Hamilton House, 138 Piccadilly, London, W.1, was opened on Tuesday by Her Royal Highness Princess Alice, Countess of Athlone, V.A., G.C.V.O., O.B.E. Her Royal Highness is an Honorary Freewoman of the Worshipful Company of Weavers.

Sir Ernest W. Goodale, C.B.E., M.C., welcomed the guests at the opening ceremony.

The exhibition, organised by the British Rayon and Synthetic Fibres Federation in conjunction with the Furnishing Fabric Federation, shows the contribution made by rayon, both alone and mixed with other fibres.

Designed by Willie Field, F.I.B.D., the exhibition displays a new technique in presentation. Panel rooms have been individually planned to show New Elizabethan and traditional furnishings, separately or blended together.

Two main wall displays feature four living-room and four bedroom settings, and in the centre of the room small room-sections include a kitchen, loggia, modern and period dining-rooms.

More than thirty fabric firms, showing more than a hundred designs of drapes and upholstery materials, are taking part in the exhibition, which remains open until November 6.

Most of the furniture and accessories used in conjunction with the fabric displays have been supplied by Heal & Son, Ltd.

Curtains in this country bedroom setting are from Courtaulds, and the chair is upholstered in "Glencarron" crash from Donald Brothers, Ltd. In the foreground is a rayon/cotton fabric from A. and J. Finch, Ltd.

4-Week Hampton Show for New Elizabethan

Room and corner-settings feature New Elizabethan furnishings in a special exhibition by Hampton & Sons. Above is a display of unit furniture, teamed with latest-style bedcoverings and rugs.

"AN Exhibition of Modern Furniture in the New Elizabethan Era" is the title chosen by Hampton & Sons, Ltd., for a special four-week display of latest furnishing styles at their Pall Mall store.

New Elizabethan furnishings in room and corner settings have replaced period furniture in the main entrance hall and two adjoining rooms. At the same time the space reserved for this type of furniture at the Whitcomb Street corner has been retained.

The exhibition, which opened recently, will continue until November 7, and during this four-week period the store's windows will display New Elizabethan furnishings.

Careful planning has enabled a very wide range of furniture to be displayed, and this is teamed with New Elizabethan fabrics, light-fittings, glass, china and so on.

Several complete-room schemes are shown, but the bulk of the furnishings are featured as room-corners. Among these are a television corner, a garden-room setting showing indoor-outdoor furniture, and a study corner.

Fabrics are displayed as individual drapes, and in bedroom settings there are bedspreads and quilts in vivid New Elizabethan designs. Interesting use is also made of wall drapes of original fabrics signed by leading designers.

Five-inch double-column advertisements regarding the exhibition appeared in the "Daily Telegraph" and "Evening News" on October 12. Advertisements are to appear in other national newspapers during the exhibition, including the "Sunday Times" and "Evening Standard."

Mixture of styles in a Town living room display panel at the exhibition. Centre curtaining brocade from Simpson & Godlee, Ltd. Chair on the right from Bristow & Townsend, Ltd., upholstered in fabric from John Holdsworth & Co., Ltd.

Higher Pay For Furnishing Staffs Confirmed

WAGES for retail furnishing staffs are increased by an Order which comes into force to-morrow, Friday.

Should this date not correspond with the beginning of the period for which wages are paid to a worker who is paid wages at intervals not exceeding seven days, the Order becomes effective from the beginning of the next full pay period, **but in no case later than October 29.**

Notice of the intention of the Retail Furnishing and Allied Trades' Wages Council to submit proposals for this increase was published in *Furnishing World* on July 17.

Employers who have not received the notice should apply to the Secretary of the Wages Council, Ebury Bridge House, Ebury Bridge Road, London, S.W.1.

Deaths in the Trade

Mr. B. S. Harris, Fabric Chief

WE deeply regret to announce the death of Mr. B. S. Harris, managing director of H. Harris (Textiles) Ltd., 58-62 Great Eastern Street, London, E.C.2.

Mr. Harris was the son of the founder of the firm, and after leaving college studied textiles in Paris before joining the company. He became a director when the firm was formed into a limited liability company.

His interest in the well-being of the trade is well known, and he was a founder-member, past president and a member of several committees of the Wholesale Furnishing Textile Association.

Mr. Harris, who was 50, leaves a widow and a son.

* * *

Mr. J. E. Goodearl

WELL known in the High Wycombe furniture industry for more than half a century, Mr. Joseph Edward Goodearl, a partner in the firm of Henry Goodearl & Sons, chair manufacturers of High Wycombe, has died at his home at Priory Road, High Wycombe. He was 70.

Member of an old Wycombe family of chair manufacturers, Mr. Goodearl joined his father, Mr. Harry Goodearl, in the business on leaving school. The original firm was founded in 1870 by Mr. Joseph Goodearl's grandfather, Mr. William Goodearl, and Henry Goodearl & Sons was founded in 1898 as an offshoot of it.

Mr. Goodearl was a founder member of the old High Wycombe Furniture Manufacturers' Federation.

He leaves a widow, a son, Mr. Ken Goodearl, and two daughters.

* * *

Mr. P. Bass

WE regret to report the death of Mr. Percy Bass of Percy Bass, Ltd., upholsterers, 13 Crescent Place, London, S.W.3. He was 73.

Mr. Bass, who had been ill since the end of June, was a vice-president of the Association of Master Upholsterers and chairman of the association's National Council.

His firm was especially well known for its high-grade work in all branches of upholstery and he, himself, will be remembered as a really fine craftsman.

The business will be carried on by his son, Mr. Eric W. Bass.

Furnishing Stressed In New Littlewoods Stores

Reading Opening: Hammersmith Soon

Seen in the furniture department at the new Reading branch of Littlewoods Mail Order Stores, Ltd. are, left to right, Mr. W. J. Racster, furnishing manager, Mr. W. Hughes, store manager, and Mr. M. F. Southgate, assistant store manager. ("World" picture).

("World" Exclusive)

FURNITURE and bedding departments are featured in a new branch store of Littlewoods Mail Order Stores, Ltd., opening to-day in Broad Stret, Reading, Berks.

This latest development on the furnishing side of the Littlewoods organisation, which so far has twelve stores equipped with furniture and bedding departments in different parts of the country, forms part of a new expansion programme for this class of merchandise.

Similar departments will be included in another store which is due to open soon in recently acquired premises at Hammersmith Broadway, London, W.6, formerly occupied by the late business of Palmers Stores, Ltd.

The furnishing sections of the new Reading store, which previously housed the departmental business of A. H. Bull, present displays of bedroom suites, dining sets, three-piece suites, fireside chairs, kitchen furniture and occasional pieces.

There are separate sections for bedding and New Elizabethan furniture.

Mr. W. J. Racster, previously with William McIlroy, Ltd., Reading, has been appointed manager of the furniture and bedding departments.

Store manager is Mr. W. Hughes, formerly Birmingham area stores' superintendent. Mr. M. F. Southgate is assistant store manager.

Central buying is conducted by Mr. Skinner at the London offices in Oxford Street, W.1.

Dowel Importers Form Association

A NEW trade organisation, the the Dowell and Woodware Importers' Association, was formed recently at a meeting at 3 Berners Street, W.1, which are the association's offices.

First chairman of the association is Mr. R. W. Browne, managing director of Winther Browne and Co., Ltd.

Amongst those present at the first meeting were Mr. A. Tengroth (Tergo Timber Co., Ltd.), Mr. John Heath (Arthur Heath and Co., Ltd.), Mr. L. Fox (Lundegard Hardwood Co., Ltd.), Mr. I. Bell (Swedish Turnery and Plywood, Ltd.), and Messrs. A. S. Bond and W. H. Bumstead, both of A. S. Bond and Co., Ltd.

The association's secretary is Mr. C. McNeil Greig.

To Meet Govt. on Plywood

IT is proposed to send a joint parliamentary and trade deputation to meet Lord Woolton, Minister of Materials, to discuss the question of plywood supplies. This is announced by the B.F.M. A preliminary approach has already been made.

Viewpoint

WHAT is happening to the Kite-mark for furniture? The answer is that manufacturers representing some two-thirds of the total output of cabinet goods have decided to subscribe to the scheme.

But there is still a certain section of the industry that is by no means enamoured of the Kite-mark and its attendant performance tests.

This section can be divided into two very different categories—the (fortunately) small majority which is frankly producing shoddy furniture and could not, in any event, qualify for a B.S.I. licence; and some manufacturers who consider that their furniture is superior to the minimum standards laid down in the Kite-mark specifications.

★★ With the first category we cannot deal. There will always be a few firms in any industry that will try to carve their prices, and their quality, to satisfy an alleged demand for shoddy stuff —and to line their pockets at the expense of a gullible minority of the public. *And do not let us forget that, to make this mischievous strategy worthwhile, there must be retailers to encourage them.*

But it is far more difficult to convince the honest, scrupulous, high-grade manufacturers of the benefits of the Kite-mark scheme. We even confess to coining a phrase: *"Our standards fly higher than a kite,"* which described the outlook of many makers at the outset of the plan.

It is now our confirmed opinion, however, that the adoption of the Kite-mark by *every* manufacturer of integrity is in the interests of the entire industry.

★★ And in this connection we would throw out a suggestion. To those firms who justly believe that their products are superior in craftsmanship to the minimum B.S.I. standards we would propose that they should first, and immediately, apply for permission to stamp their products with the Kite-mark. Then, when this, the basic scheme, is under way, it may be possible to add a further guarantee of quality.

We believe there could be no objection, too, if the words "Super" or "Plus" were used in addition to (but not to interfere with) the Kite insignia to indicate that, while observing the B.S.I. specifications and performance tests, the furniture was of highest standard.

Readers' Viewpoint

F.F.F. is Alive and Active

The Editor,
"Furnishing World."

SIR,—I have read the letter in your issue of October 16 signed by Mr. C. Whittington of Schofields (Leeds), Ltd., and can assure him that the Furnishing Fabric Federation, representing as it does all those bodies whose members are engaged in the production and distribution of furnishing fabrics, is not only alive but still very active on behalf of the trade as a whole.

As Mr. Whittington has evidently missed the excellent references in the trade Press to the Federation's last annual report, I have arranged for a copy of this report to be sent to him.

I have some sympathy for Mr. Whittington's plea for a "Curtain Week." Some months ago we were approached by the furniture trade to join in such a publicity scheme and we expressed our willingness to explore the possibilities with them, but the furniture interests apparently found it too difficult to proceed.

These publicity campaigns and "Weeks" cost a great deal of money. Furnishing fabric producers could not possibly afford to go on alone with one on anything like the scale of the "Carpet Week." Moreover, I have the assurance that the very successful "Carpet Week" could not have been promoted by the British Carpets Promotion Council in the way it was if they had not had the wholehearted support, including financial support, from the International Wool Secretariat which has large funds derived from raw wool producers overseas, available to assist the sale of wool and wool products all over the world.

I believe that by general consent the British furnishing fabric industry is very alive and responsive to the need for originality in design and it is unfortunate if Mr. Whittington has not seen the extremely wide range of modern prints and weaves which are now available from many of the well-known producers and distributors.

Yours, etc.,
ERNEST W. GOODALE,
Chairman,
Furnishing Fabric Federation.

London.

A Council Can Beat The Furniture Maker!

The Editor,
"Furnishing World."

SIR,—I attach a cutting taken from the current issue of the "Express & Echo" which I think is of interest to you—and no doubt to furniture manufacturers and retailers in general.

The Devon County Council have been in the news lately in regard to the national conference of the National Chamber of Trade, when it was made known that they maintained they made a profit on their Supplies Department by buying direct.

This in itself is disputed. As is often the case with this sort of department, it is not a fair comparison with normal trade concerns. They are not debited with their proper proportion of cost of building, transport and the normal trade costs.

No doubt the same thing will arise in conjunction with their statement that they can manufacture at a cheaper cost than the established manufacturer.

This is blatantly absurd, and it would be interesting to know if it is possible to obtain the costings of the department concerned.

I shall be pleased to hear of any developments in this matter.

Yours, etc.,
L. C. TAPPER,
Tapper & Sons.

Newton Abbott.

[*The cutting enclosed in Mr. Tapper's letter reported that the Devon County Council was now making furniture in its Repair Department, and its claim was that the pieces were superior in quality and finish—and competed favourably with manufacturers' prices.*—ED.].

personally speaking...

NEWS OF PEOPLE YOU KNOW

WHILE all members of the industry will regret that **MacAlister Bexon** has retired from the presidency of the B.F.M., they will congratulate him on the honour he has received by becoming an honorary president. Few people realise the enormous amount of work that Mr. Bexon has put in during his years as chairman and president. I can reveal that while he was in office he travelled from High Wycombe to London about 750 times on B.F.M. business, very often when not in the best of health. Surely this is a record of selfless service which stands alone.

☆ ☆

THE engagement has been announced of **Miss Rhoda Menkel,** secretary of Ronson Furniture, Ltd., London, E.C.2, and a niece of **Gerald Ronson,** chairman and managing director, to **Michael A. Serlin,** a director of Joseph Serlin & Sons, Ltd., London, E.2.

☆ ☆

ANOTHER engagement, which is interest to members of the furnishing industry in the North is that of **Cyril Simmons,** only son of **H. Simmons** of H. Simmons & Co., wholesale furniture manufacturers, Sheepscar House, North Street, Leeds, to Miss Wendy N. Brostoff.

☆ ☆

FILM star **Anne Crawford** who formally opened Drages new store in Glasgow last week was holidaying in Edinburgh when the Hopkinson organisation invited her to "star" in a different role. Miss Crawford did not leave her footprints anywhere as Hollywood stars are wont to do in Graumann's Chinese theatre—but she did leave her autograph on the "Tekko" wallpaper, specially flown over from Switzerland to add to the decor! One member of the firm's display staff, **Aston Fuller,** is frequently mistaken for another "star"—he is so like Philip Harben of TV cookery fame (complete with beard). He says he is often identified as Harben since he grew the beard for a wager—a "fiver."

☆ ☆

NOW representing Bamford Spring Interiors, Ltd. in the Southern Counties, is **D. A. W. Ward** of 200 Neville Road, Hove, 4, Sussex.

☆ ☆

I HEAR that **C. J. Mates,** late deputy manager of floorcoverings at John Lewis & Co., Ltd., London, W.1, has been appointed manager of the carpet and linoleum departments at Heelas, Ltd., Reading.

☆ ☆

AFTER being the London West End representative of T. Bond Worth & Sons, Ltd. for 26 years, **W. H. Elliott** has retired. He had previously held a similar post with Brintons, Ltd. (six years), Tomkinson & Adam (nine years), and Carpet Trades, Ltd. (six years).

☆ ☆

THE retirement is announced of **S. Gibson,** who has for many years been manager of the Darlington Co-op's furnishing department. His assistant, **A. Spotswood,** succeeds him.

☆ ☆

NEW chairman of the West of England and South Wales branch of the Wholesale Floorcoverings Distributors' Association is **K. C. Austin-Bailey,** director of J. A. Bailey & Sons (Western) Ltd., Kingsway, Swansea. Mr. Bailey is also the secretary of the Swansea and West Wales branch of the F.T.B.A.

☆ ☆

A NOTE from **H. Francis Vaughan,** secretary of the Chair Frame Manufacturers Association, points out two errors in the report of the Association's Annual dinner. First, **William S. Shepherd, M.P.,** was described as honorary vice-president; he is honorary president. Second, and much more heinous, **Mrs. Doris J. Fisher** was called the assistant secretary; this should have read deputy-secretary.

☆ ☆

ACTING on medical advice, **Sir Edward Rhodes** has retired from the board of Rylands & Sons, Ltd., Manchester, after 20 years' service. **C. F. Loos** and **H. Bowser** have been co-opted to the board, Mr. Loos becoming chairman. Mr. Bowser and **A. H. Dunbar** are managing directors jointly with **W. E. Ainley.**

☆ ☆

MANAGER of the Redhill branch of Kennards, Ltd., Croydon, is **B. Harding,** who is a son of **A. H. Harding,** the firm's managing director.

☆ ☆

I HEAR that **Isaac Wolfson** and his wife will be the host and hostess at a dinner and ball to be held at the Park Lane Hotel, London, W.1, on December 13, in aid of the Variety Artistes Ladies' Guild and Orphanage.

Nomad

Mr. W. W. Brodie

Now representing Sleepy Valley (Bedding), Ltd., in Kent and Sussex is W. W. Brodie. A. Butler who covers Kent, Sussex and Hants has added East Dorset to his territory.

A Smile with Betts

"For that last remark, Brown, you stay in after school and take up and lay down that carpet one hundred times!"

RETAIL SELLING PLANS

How use of FIREPLACES *as the focal points of your display schemes* CAN SELL MORE "NEW ELIZABETHAN"

Cocoa and white-painted walls contrast with a white-painted wood fireplace with decorative tiles. Smoke-blue, white and cocoa are used for furnishings.

THE fireplace has for a very long time been the focal point of each room in the British home, and because of the important part it plays its design can make or mar the whole decorative scheme.

Until recently, however, the fireplace was regarded as the concern of the builder and architect, but with the increasing popularity of New Elizabethan furnishings it is coming to be considered as an item of furniture.

Nearly two hundred thousand houses were built in this country during the first eight months of this year. Many of these are equipped with the latest designs in fireplaces. These designs are simple, well-styled, and chosen to blend with the newest furnishing ideas.

New Elizabethan Styles

Realising the importance of the fireplace in every room in the house, Froy's of King Street, Hammersmith, have designed a special range of New Elizabethan fireplaces. These demand a setting which is also in the modern manner, and Froy's have presented their collection in seven individual settings designed by Mrs. Rowland Jones, of Heal & Son, using Heal's furniture. Four of the seven schemes featuring the fireplace and its adjoining area are shown on these pages. In each the fireplace design has been related first to the wallpaper above it, and then to the floorcoverings, furniture and curtains used throughout the room. Care has also been taken to introduce interesting accessories which, in their turn, help to tell the same furnishing story.

Where plain, undecorated tiles are used for the fireplace striking wallpaper and arresting fabrics have been introduced, and in other cases decorative fireplace tiles contrast with plain painted walls.

Varied Settings

Some idea of the variety which can be introduced into fireside corner-schemes is shown by the settings designed by Mrs. Rowland Jones for Froy's.

A fireplace for a teen-ager's room has a walnut architrave and curb with tiled interior and hearth, and decorated tiles in cream with khaki and dark green Regency stripes. The wallpaper around the fireplace is dark green and pink on an olive ground. The curtains are Heal's "Rig" printed cotton fabric in olive, black and white on a pink ground. Other furnishings include a mushroom carpet, pink buckram wall lights, and natural wood armchair and stool.

A bedroom fireplace has a painted whitewood moulding and curb with tiled interior and hearth in beige and brown with a dark brown motif. Here the wallpaper chosen has a white trellis design on a lilac ground. The carpet is mauve, and the curtains are of brown linen. The dressing table is made of teak and walnut, with a triple mirror, and an upholstered chair to match has a lime-yellow cover. The wall fitting is of brass with a white pleated buckram shade.

A parlour fireplace with a walnut moulding has a tiled interior and hearth of pale olive green. This blends with an ash rocking chair and a Finnish natural birch screen. The wallpaper is a white and olive-green design on a terra-cotta ground, and the carpet colour is mustard.

Illustrated Schemes

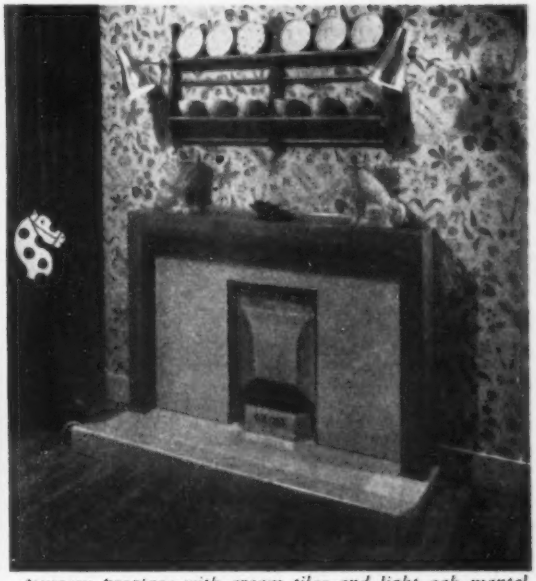
Shown on these pages are four other attractive decorative schemes, two for living-rooms, one for a dining-room and the fourth for a nursery.

One living-room fireplace has plain silver-grey tiles, and contrasts with blueberry and white striped wallpaper and Siamese pink curtains and carpet. Mahogany is used for a writing desk with brass handles and is teamed with beech for a writing chair. There is a yewtree mirror with scalloped frame, and wall bookshelves of agba.

The other living-room fireplace has ivory and mushroom decorated tiles with green motifs. The walls are painted cocoa and white, the carpet is white, and smoke-blue is used for an upholstered chair and a painted sewing box with natural beech frame. The curtains—Heal's "Ticker Tape" printed cotton—match the walls.

Ivory and grey decorated tiles with lines and motifs in red are suggested for a dining-room fireplace, and in this case the walls are painted lime and white. Lime yellow is also used for a metal trolley and dining chair. Warmth is introduced by a cherry-

A black-and-white cotton rug on the wall is an unusual touch in this dining-room setting. The fireplace has decorated tiles with red lines and motifs.



Nursery fireplace with cream tiles and light oak mantel contrasts with floral wallpaper. The plate rack above holds hand-thrown pottery with a star design.

coloured carpet, and cherry-red buckram shaded wall lights.

Gay floral wallpaper in tones of turquoise, green and tangerine on white has been chosen for the nursery setting. In this case the fireplace has plain cream tiles. The curtains are turquoise plain linen, and above the mantel is an elm and beech plate rack holding hand-thrown pottery with a turquoise star on a white ground.

A series of fireside settings, featuring the latest style fireplaces could be used by retailers to arouse interest in New Elizabethan furnishings. The secret of the success of the room-scheme type of display is that the public reacts favourably to the sight of model rooms planned down to the last detail. It helps them to visualise the latest styles of furniture in their own homes, and enables them to see the great difference the right blend of furnishings can make to an average room.

It would be a great help to customers to see how carefully planned furnishings, designed to blend with New Elizabethan fireplaces can give added personality to their rooms, and how variety can be introduced in dining, bedroom, and nursery by the use of wallpaper, carpet and furniture which contrast with the fireplace.

Striped wallpaper offsets a silver-grey tiled fireplace, and Siamese pink curtains and carpet blend with mahogany furniture in this living-room setting.

Fireplace as Sales Aid

Modern fireplaces can also be used as a sales aid by retail furnishers, and a series of interesting displays built around them in shop window or interior. This can be done in co-operation with a local firm selling new-style fireplaces, to the mutual benefit of this dealer and the furniture store.

At this time of the year the public is very conscious of the importance of the fireplace. More time is spent at home in autumn and winter evenings, and people are more concerned with the appearance and comfort of their rooms.

Retailers will soon also be planning their Christmas displays, and there is nothing like a fireside setting, with Christmas cards displayed on the mantelpiece, to convey the atmosphere of this season.

Fireplaces can play their part, too, in displays of juvenile furniture. Not only at Christmas when a nursery room-scheme can be shown, with

(Continued over page)

Island Display Captures Public Interest in "New Elizabethan"

CUSTOMER-INTEREST in a recently introduced department for New Elizabethan furnishing fabrics which has opened at the store of C. & A. Daniels, Ltd., 199-223 Kentish Town Road, London, N.W.5, is being successfully aroused by a well-planned interior display section occupying a prominent position in the main ground floor sales area.

Specially constructed by the stores display staff, this section consists of a low platform carrying a wide range of curtain drapes on metal stands, and has a centrepiece of New Elizabethan design with the latest styles of fabrics suspended artistically across the top.

To complete the setting, and to emphasise that the fabrics shown are all obtainable from the store's soft furnishings department, a New Elizabethan fireside chair and showcard has been placed in the centre of the platform.

Chromium stands holding a full range of patterns are placed at either side of the staging to promote added interest. This interior show is illuminated by angle-poise ceiling "spots" highlighting individual drapes.

A large showcard on an easel, placed at one side of the platform, illustrates pelmet styles which can be made up in the store's workrooms for a variety of windows.

Mr. R. W. Crispin, soft furnishings buyer, told *Furnishing World* that the volume of business which has accrued from this special display section has proved that it is the answer to any retailer looking for a way of introducing New Elizabethan furnishings.

"Quite a lot of people are still rather wary of New Elizabethan fabrics, and cannot make up their minds whether they like the designs," he declared. "This separate display section is helping customers to familiarise themselves with the patterns. People are instinctively drawn to the range of drapes exhibited, and the pattern bars encourage them to handle the fabrics at their leisure."

(*Contiued from previous page*)

gift-laden stockings hanging from the mantelpiece, but also as the central point of a nursery display featuring safety in the home. In this case the fireplace could be shown with a guard, and included in the display could be high-chairs guaranteed not to tip over, non-skid mats, and playpens with rigid safety specifications.

Whatever the sales message, a fireside setting can be used to drive it home. It can be used to feature the highest-quality reproduction furniture, in elegant surroundings and equally well to display small-budget accessories designed to appeal to customers who have to practise economy. The latter type of promotion could include a fireplace fitted with an economical continuous-burning grate.

Another type of display well suited to the fireside would be one featuring gift lines, with a showcard stating that everything included in the display costs less than £5. Small items such as occasional tables, magazine racks, and sewing backets could be grouped round the fireplace, and on the mantelpiece and shelves above could be accessories—pottery, plant-holders and glassware—from other departments of the store.

Retailers with sections selling mirrors and pictures could use a fireplace as centrepiece in a display of this merchandise.

Four Makers Combine To Furnish One Room—in Tie-up With Retailers

THE policy of special tie-ups between retailers and national advertisers is by no means over-exploited yet in this country. In America, however, the practice has become so widespread that the shopkeeper can pick and choose which promotion his store will feature.

As a result manufacturers are striving to make their special advertising campaigns more exciting and sales-boosting than those of their rivals, in order to gain the co-operation of retailers.

One recent successful promotion of this type was a joint affair by four firms. One made carpets, another made curtains, the third was a paint firm and the other—who initiated the campaign—was a furniture manufacturer.

Five-page Ad.

Five pages were booked in a national monthly magazine, four of these in colour and one in black-and-white. Each of the firms had a colour page and the black-and-white opening ad. page introduced them jointly. Each colour page was designed so that the layout and blocks were suitable for use in other magazines by the individual firm.

Each advertisement featured the same room, photographed from a different angle to highlight the product of the sponsoring firm. In one the curtains were the centrepiece, in another the emphasis was on the furniture, and so on.

Manufacturers' representatives provided retailers who co-operated in the promotion with reprints of the ads. and other sales and display aids. About seventy stores tied up with the promotion by reproducing the room-scheme shown in the ads. and taking space in their local Press.

Sales Up By 350 p.c.

Successful results were quickly reported by stores participating in the scheme. One item alone—a book-shelf-cupboard fitment—averaged a 350 per cent increase in sales to the retailers concerned when compared with a similar period last year.

The success of the multiple-page promotion has encouraged the four manufacturers who took part to arrange for a similar programme next spring, to tie-up with the home-decorating season.

How Association Promotes Sales of Furnishings in America

Joint Publicity *CAN* Sell More Furniture

Eight Spearpoints of U.S. Attack

THE services given to its members by the National Retail Furniture Association of the United States were described by Mr. Henry J. Sutcliffe, national treasurer of N.A.R.F., at a meeting of the National Council at the Waldorf Hotel on Tuesday.

Mr. Sutcliffe began by saying that in his opinion they had now entered a period when collective trade publicity would play an increasingly important part in the distribution of furniture in this country.

The establishment of a collective trade publicity committee would need the wholehearted co-operation and support of every section of the furnishing trade in the country, **but would be a mighty force in persuading the British home-makers to divert to furniture more of the pounds they had to spend.**

Mr. Sutcliffe then summarised the services given by the Home Furnishings Industry Committee of America. They are:—

Market Coverage: Before the winter and summer furniture markets, the Home Furnishings Industry Committee staff conducts a survey among manufacturers and retailers to determine the price and style story of the markets.

These forecasts are sent to 1,773 daily newspapers with either mats or glossy prints of the illustrations. Many papers print the forecast in full or base their market coverage on it.

Home Furnishing News: Home Furnishing News is a monthly feature sent to 1,773 daily newspapers throughout the United States. The aggregate readership of these papers is 117,350,000 persons.

Radio Scripts: This is a monthly feature re-written from the Home Furnishing News. It is sent to 886 women's programme directors. Because of its informal, chatty style and lack of trade names, many women's programmes use these scripts verbatim.

Christmas Promotion: Five stories were written especially for newspapers requiring additional Christmas material. Home Furnishings Industry Committee regularly receives requests from newspapers for editorial material other than that contained in the Home Furnishings News.

Successful Homemaking: This is an exclusive editorial service consisting of mats and proofs released monthly to one community newspaper in each of 3,500 top community markets throughout the United States. "Furniture Fashions" subjects were featured twelve different times in the 1952 Successful Homemaking releases. Three thousand five hundred and ninety-eight procurable press clippings have been obtained giving proof of publication in 2,879 community markets representing 9,720,393 family reader contacts located in the principal population areas in every state in the nation.

Television Scripts: How to present a Furniture Television Show; two complete television shows written by the Home Furnishings Industry Committee staff.

Furniture Programme for a Women's Club: This is available to any women's club free of charge. The programme is designed to utilise the merchandise in the retail furniture store.

Mr. Sutcliffe added that the establishment of such a committee with limited activities at its inception, would ultimately mean that day by day and week by week, month by month and year by year, the public of this country would receive a steady stream of propaganda inducing them to buy furniture and furnishings.

In other words, the motto of the Committee would be "Furniture Headlines Around The Calendar."

Home Fashion Time

Besides promoting National Bedding weeks and other periods devoted to sections of the industry, the National Retail Association of America promotes a Home Fashion Time and a kit of material is prepared and distributed to all its members.

Each member receives the following documents:—

(1) Handy Planning Guide containing case histories, how to set up a local organisation, what to do, and when to do it.

(2) News releases to give to local newspaper editors.

(3) Suggested copy for Mayor's Proclamation in the city.

(4) Copy for postcard and/or letter inviting homemakers to visit the retailer's store during Home Fashion Time.

(5) Proofs of Home Fashion Time spot illustrations to be used in local advertising. (Mats are included in the display kit.)

(6) A "Traffic Boosters" Bulletin outlining 17 tested promotion ideas for use during Home Fashion Time.

(7) Sample of type of newspaper feature section which is available to local newspapers.

(8) Radio and TV scripts for local use.

(9) List of sources of Home Fashion Time ad. mat illustrations and layout ideas for local newspaper ads.

Additional to this the association furnish what is needed to dress the windows and store with colourful, eye-appealing displays including streamers, posters, display cards on easels, and so on. This is co-ordinated with an Autumn Furniture supplement, and in the United States more than 2,000 retail stores and nearly 700 newspapers participate in the event.

Among the other services which the American association gives to its members are: a merchandising division, a control and management division, modernisation division, sales and consumer education division, group insurance plan, and research division.

Mr. Sutcliffe concluded by saying: "In outlining these schemes and ideas to certain important figures in our industry it is interesting to note that certain of them have expressed the opinion that it is impossible to translate such ideas into effect in this country.

"May I suggest to you to-day that your collective contribution towards N.A.R.F. and the principles of collective publicity should be a sound investment in the future welfare of your own business."

Aberdeen Has Its First Furnished Show House

THE first permanent show-house in Aberdeen has been opened by James L. Archibald & Sons, the furnishers.

The house was bought by the firm 20 years ago but various difficulties, including the war, interfered with plans.

The house is called "Archibald's Furnished House," and is the idea of the senior member of the firm, 83-year-old Mr. James Archibald.

N.A.R.F. Men Visit Midlands Works

THE West Midlands Area Council of the National Association of Retail Furnishers has organised a series of visits of salesmen to manufacturers so that they may see the processes of production and so add to their knowledge of the goods they handle and sell.

Many well-known manufacturers have co-operated and the first visit, of 30 members and their staffs, was to Carpet Trades, Ltd., Kidderminster. The party was welcomed by the general sales manager, Mr. A. E. Redfern.

A further visit to Carpet Trades, Ltd., will be made at 2.30 p.m. on November 4.

A further visit has been arranged to Vono, Ltd., Dudley Port, on Wednesday, October 28, at 2.30 p.m.

Retailers and their staffs who have applied to join the parties include representatives of multiple stores and the small private trader from a wide area including Stoke-on-Trent and Stratford-on-Avon.

Claremont Move

THE removal is announced of Claremont Furnishing Fabrics, Ltd. (Established 1931) to 11 Rathbone Place, London, W.1.

The firm were previously at 32 Eastcastle Street, the address to which they moved after the bombing of their City premises at Rose Lane.

Pictures show the new mobile showroom of Christie-Tyler, Ltd.; and Mr. J. V. Stoddart, the salesman-driver, at his table in the coach's observation cabin.

Coach Becomes A Mobile Showroom

A COACH, converted to a mobile showroom, has just completed its first round-the-country tour for Christie-Tyler, Ltd. A "conservative estimate" is that it has brought quite twenty per cent more business.

It was formerly owned by British European Airways. Primarily, the idea is that it should be taken right to a shop or be parked as near as possible. Mr. H. L. King, sales manager, and Mr. J. H. Williams, assistant sales manager, are both very satisfied with it.

Behind Mr. J. V. Stoddart the salesman-driver, is a wide seat which has been put in so that he can sleep there if necessary.

This new Bedford Diesel van has just been put into service by Benmax Bros., Ltd. It has a capacity 1,800 cu. ft. The hand-painting on the sides is particularly striking.

Changes of Address

Kinburn Manufacturing Co., wadded and kapok quilt manufacturers, have moved from Holt Town Works, Ancoats, Manchester, 10, to Junction Street Mills (off Ducie Street) Piccadilly, Manchester, 1. Telephone: Ardwick 4290.

* * *

J. Chechik, upholstery sundries and soft furnishings, has changed the name of his business to Jacey and moved from 79 Woodhouse Lane, Leeds, to 126 Crouch Hill, London, N.8.

Stockroom Date

D. M. DAVIES OF SLOUGH, LTD., WELSH FURNITURE INDUSTRIES, LTD., and WOODLAND FURNITURE (London) LTD., October 26 to 30 at Royal Turks Head Hotel, **NEWCASTLE-ON-TYNE.** Attendance, Mr. M. Collings, Mr. R. H. Smith and Mr. H. B. Day. Also at Grand Hotel, **HANLEY.** Attendance, Mr. E. Jaye.

We Must Stamp Out Shoddy Furniture

Says N.W. President

WHATEVER the motive behind the production of shoddy furniture by a small minority of manufacturers it was a pernicious practice which must be uprooted and destroyed.

This was said by Mr. G. K. Latimer, president, at the annual dinner-dance of the North-West Furniture Trades' Federation in Manchester last week.

Those who bought shoddy furniture were soon disillusioned and dissatisfied and quickly discovered that they had been "done," Mr. Latimer added.

It was up to the B.F.M. and its members to expose such a dastardly situation. The trade could not tolerate its continuance.

At the same time, Mr. Latimer emphasised, there was ample evidence that the vast majority of manufacturers were producing good quality furniture. One had only to walk down the main streets of any town in the country to discover the proof of that statement.

Referring to the issue of draft standards for upholstered furniture, Mr. Latimer said that the comprehensive document which had been circulated might, at first glance, be inclined to give its readers intellectual indigestion.

It would seem that, to earn the Kite-mark, the production of a simple chair would be a nerve-racking exploit, and the punishment to be meted out to this newborn infant severe indeed. It was destined to be lashed and punished in every part of its anatomy.

"Is it Worth It?"

Could the average upholsterer assimilate the volume of detail? Was he not likely to become intimidated and ask: "Is it worth it?"

One appreciated that this comprehensive and all-embracing draft was calculated to ensure serviceable upholstery, consistent with freedom of design and scope for the manufacturer's ingenuity. But was it too cumbersome and unwieldy?

Mr. Latimer was replying to a toast to "The Furniture Industry and the North-West Furniture Trades' Federation," which had been proposed by Mr. W. F. Milton, president of the National Federation of Bedding and Allied Trades.

At the annual dinner-dance of the North-West Furniture Trades' Federation were (left to right) Mr. E. L. Thomas (Greaves & Thomas, Ltd.), Mr. G. K. Latimer, president, Mr. W. F. Milton, president of the National Bedding Federation, and Mr. J. Caldwell Jones, secretary.

After emphasising that the furniture industry was one of considerable importance, employing thousands of men and enjoying an annual turnover of many millions of pounds, Mr. Milton confessed—amid laughter—that he "belonged to the poor sister of the furniture industry—the bedding side."

Tremendous strides had been made by the furniture industry during recent years. Pre-war it had been a disorganised trade. There had been "organised chaos." To-day, however, the furniture industry was one of which they could be proud. The trade had recognised the need for organisation and it had been organised along the right lines.

The need for national organisation had arisen with the war, when the Government had found it impossible to deal with individual manufacturers. It had been followed by the task of organising for peace.

Splendid exhibitions had been promoted, and he hoped to see the time when an increasing number of buyers from overseas countries would be attracted to these exhibitions.

Mr. E. L. Thomas (Greaves & Thomas) proposed a toast to the guests, to which Mr. C. A. Lakin, president of the Birmingham and West Midlands Furniture Manufacturers' Association, replied.

One of the happiest couples at the dance were Mr. S. Novick, director of Exors of H. Novick, of Culcheth Lane, Manchester, and Miss June Caplan, of Prestwich. They were celebrating their engagement.

Mr. A. J. Buckley acted as M.C. and tribute was paid to the work of the Social Committee responsible for organising the event. Under the chairmanship of Mr. I. Cohen, the committee comprised Messrs. A. J. Buckley, E. Goldsmith, W. Isaacs, J. Jones, H. E. Lumb, D. P. Moorhouse, S. Novick, D. S. Provan, E. L. Thomas and J. W. Wright.

ESTD. 1910
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MAJORITY WORKS • ANGEL FACTORY COLONY • N.18
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The Affairs of Peskin, Ltd.

Peskin Limited, 35/38 Kingsland Road, London, E.2, veneer importers, etc.

Stoy, Hayward & Co., C.A., 5 Giltspur Street, London, E.C.1, issued recently a circular letter to creditors in which they stated that payment to creditors was stopped at the beginning of August, and subsequently meetings of largest creditors were held in Paris and London. These were unanimous in the view that every step should be taken to avoid liquidation of company if at all practicable; and a committee was appointed representing the major interests involved.

At a full meeting of the committee held in London on August 18 it was agreed that committee would be prepared to consider and recommend settling of unsecured creditors' claims by a composition, provided it was properly and effectively guaranteed. Negotiations and further meetings took place, and on the recommendation of the representatives of the Italian creditors, it was suggested that an offer of 6s. 6d. in the £ would be acceptable. Their views were largely based on their assessment of the realisable value of the stock-in-trade, and the usual doubts as to a forced realisation achieving better results. Furthermore, they preferred a less beneficial compromise which would result in the business being kept alive.

Stoy, Hayward & Co. had since been informed that the suggested composition of 6s. 6d. in the £ was not acceptable to the main group of French creditors, and in the interests of creditors generally the company were advised to convene a meeting of creditors under Section 293 of the Companies Act.

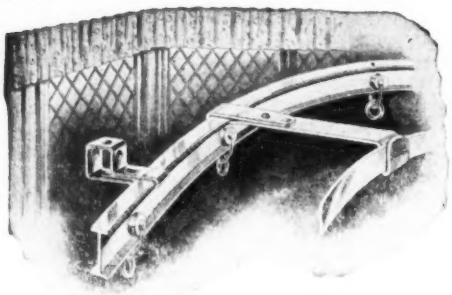
At that meeting on September 24 last, creditors were told the members of the company had not passed necessary resolution for voluntary liquidation, but had adjourned their meeting until the views of the general body of creditors had been obtained. It was reported the French creditors had said they would accept a composition of 10s. 0d., but the discussion on the general opinion was that a composition of 8s. 6d. in the £ would be satisfactory to all parties, and it was decided to adjourn the meeting for three weeks to enable creditors to be informed of the reaction of the French creditors.

At the adjourned meeting on October 15, Mr. Cyril Metliss, C.A., reported lengthy discussions had taken place with certain of the French creditors, but on every occasion further counter proposals were put forward by them. All Italian creditors were prepared to accept the offer of 8s. 6d. in the £, but not all the English creditors had agreed. It would be impossible to proceed without 100 per cent agreement, he said, and the shareholders had now passed a resolution for voluntary liquidation.

Creditors passed a resolution appointing Mr. Cyril Metliss, C.A. (Stoy, Hayward & Co.), as liquidator, with a committee of inspection.

According to an approximate statement of affairs at September 9 last, liabilities amounted to £78,771, of which £53,168 was in respect of trade and sundry accounts; £14,000 to loan creditors; and £11,603 to a partly secured creditor. The assets of a book value of £89,002 were estimated to produce £34,818 and after allowing £1,140 for preferential claims, there were net assets of £33,678, or a deficiency for creditors of £45,093.

ROLLS-RUNNER AND "ROLLS-de-LUXE"



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Trading Results

Newcastle Store's Profit Up

CONSOLIDATED net trading profit, etc., for **Howards (Newcastle),** retail furnishings, etc., to July 31 is £87,004 (£69,453). Net profit is £28,245 (£16,367) after tax of £33,137 (£33,081), etc. Dividend for the year is 7½ per cent (5 per cent).

No Dividend for W.A. Mahogany

For **West African Mahogany** net loss to March 31 is £38,787 (£8,419). Debit forward £41,265 (£2,479 debit). There is no dividend for the year.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

Bankruptcy Proceedings

Henry Uriah **Lerner,** 23 Brownswood Road, London, N.4, lately carrying on business with another as **Lerner Brothers,** at 85 Overton Road, Leyton, London, E.10, as furniture manufacturers. Public examination December 4 at Bankruptcy Buildings, Carey Street, London, W.C.2.

Peter Joseph **Quick,** 7 Jevington Gardens, Eastbourne, formerly carrying on business at Terminus Gates, Eastbourne, and now or lately at 42a Sidley Road, Eastbourne, furniture manufacturer. Public examination November 17 The Town Hall, Eastbourne.

VOLUNTARY LIQUIDATION

Northowram Weavers, Ltd., Crown Works, Northowram, near Halifax, manufacturers of uncut moquettes.

At the statutory meeting of creditors statement of affairs showed liabilities £9,708 10s. 1d., of which £9,107 4s. 11d. was for goods and services, net assets £1,812 13s. 1d., a deficiency of £7,895 17s., subject to costs for realisations.

Company was incorporated on July 9, 1952, and present position was attributed to the fact company attempted to trade with insufficient capital, and had difficulty in effecting sales through competition from Belgium exports.

Mr. R. W. Hellyer, accountant, 3 Eldon Place, Bradford, was appointed to act as liquidator, together with a committee of inspection.

BANKRUPTCY REPORT

Henry Jack **Goodman,** 31 Church Street, N.W.8, formerly carrying on business in partnership with another under the style of **D. Kiverstein & Co.,** at 35 Busby Street, E.2, as bedstead manufacturers, and under the style of **Goodmans Bazaars,** at 31 Church Street, N.W.8, as furnishers, and also formerly as a draper.

When debtor attended for public examination he agreed that he had been "utterly foolish" in his business affairs. He had liabilities of £930 against assets of £101.

He said that following the death of his mother in July, 1950, he carried on her drapery business known as H. & E. Goodman, at 31 Church Street, N.W.8. After a month the business was transferred to H. & E. Goodman, Ltd., and debtor became sole director. A winding-up order was made in July of this year.

During August, 1952, he joined two others in equal partnership and they commenced trading as bedstead manufacturers under the style of D. Kiverstein & Co. Within a short time one of the partners resigned, and the partnership ended altogether in December, 1952.

Also from August to December, 1952, debtor said that in conjunction with the Kiverstein business, he and another registered the name of Goodmans Bazaars. The business retailed the bedsteads manufactured by the other firm.

The debtor attributed his failure to guaranteeing debts of a limited company.

The examination was concluded.

INCREASES OF CAPITAL

W. & S. Williams (Kilburn), Ltd., cabinet manufacturers, etc., Birchington Hall, Birchington Road, N.W.6. — Increased by £14,000, in 4,000 Ordinary and 10,000 6 per cent Preference shares of £1, beyond the registered capital of £6,000.

S. Aston & Son, Ltd., complete house furnishers, etc., 11 Regent Street, Wrexham. — Increased by £25,000, in £1 Preference shares, beyond the registered capital of £50,000.

NEW COMPANIES

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Brightwell Furniture Co., Ltd. — Registered September 11, 1953. Nominal capital: £100 in £1 shares. Directors: To be appointed by the subscribers.

Woodleys Furnishers (Leeds), Ltd. — Registered September 11, 1953. 15 Park Road, N.W.1. Nominal capital: £1,000 in £1 shares. Directors: Not named.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

McDougall, N. (male), 27 Southlands, Jesmond, Newcastle upon Tyne, upholsterer. £19 7s. 1d. September 16.

Greatorex, George, 62 Peel Crescent, Bull Arm, Mansfield, cabinetmaker. £22 13s. 2d. September 10.

Shreiber, Alec, and **Baranski,** Bogdon M. (now or lately trading as "**Homefurn**"), 13 St. Georges Street, Norwich, upholsterers. £87 12s. September 14.

Woods, F. (a firm), 192-194 Halliwell Road, Bolton, house furnishers. £26 15s. September 10.

Parnall, G. E., & Son (a firm), 21 High Street, Buxton, house furnishers. £23. September 18.

Pryce, Charles H., 75 Valley Side, Chingford, E.4, cabinetmaker. £38 15s. 6d. September 18.

CHRISTIE-TYLER
for Perfect Rest

I'm not at all surprised really — you see them advertised all over the place. That's where I saw the name of your shop — on one of their advertisements.

There's more to it than that, Mrs. Johnson. In the Trade we realise Christie-Tyler Chairs have made their name primarily through first-class workmanship. Reliability, sturdiness and comfort count for a lot in every home, as you know. The public want the best value for their money. Christie-Tyler gives it to them. That's why they sell so well.

My father's always telling everyone about them — the wonderful comfort, the sturdy frame, the beautiful finish and especially their patent tension-sprung pivot action.

He's not the only one, either. Surprising how the word gets around when there's a good buy on the market. Like you, they come in, sit down and test the chairs themselves — it's a Christie-Tyler almost every time.

Well, I'm glad I bought one of the last you've got.

No need to worry there, we've got another delivery coming.

Christie-Tyler Chairs *are* selling well. A stock in your showroom will soon verify this. Hard selling national advertising is supporting you the whole time, and point of sale displays are available — free. Ask our representative about this.

CHRISTIE -TYLER *Seats*

Registered Trade Mark

CHRISTIE-TYLER LTD. BRIDGEND GLAMORGAN
Associated also are WESTERN UPHOLSTERY

SCP

News from the Makers

New Space-saving Folding Chair

A NEW folding chair, designed for home, canteen or club use, is now available from S. Burman, Golding Street, London, E.1. (Sole concessionaires for the United Kingdom.)

The chair, made of Danish beech, weighs eight pounds, and when not in use can be stored in a small space. Seventeen of the chairs, laid

on top of one another, make a pile less than 36 inches high.

The edge of the seat is curved, and no metal bar is required across the back as the back legs are curved to fit into the front support and each side of the chair is entirely separate.

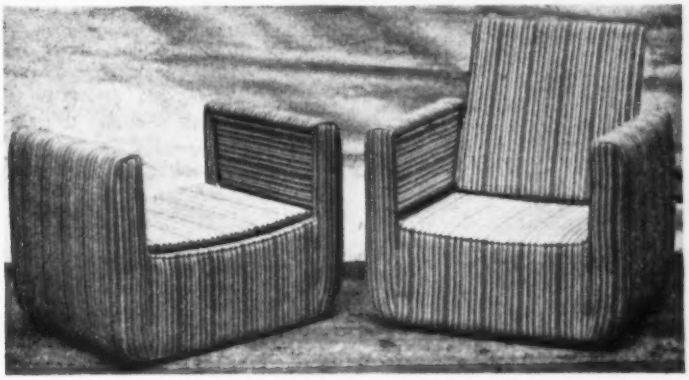
Stronger Cords for "Rufflette"

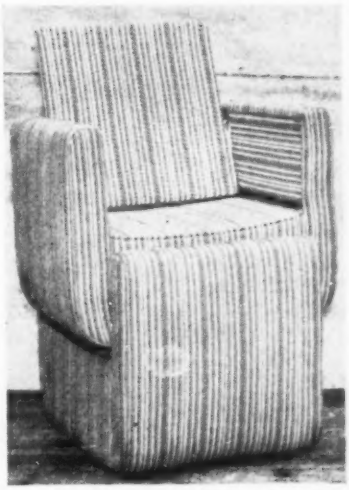
IT is announced by Thomas French & Sons, Ltd., that "Rufflette" brand curtain tape is now being manufactured with stronger draw cords and reinforced pockets.

Since the cords take the entire strain of curtain pleating, they are now being made from Egyptian cotton, which increases the breaking strain from 25 to 44 lb. This eliminates any possibility of the cords pulling the curtain, or of any binding in the tape after a number of washings.

Coffee Tables Hidden in Diner

This new, patented, dining table is part of the latest range manufactured by Century Furniture, Ltd., 28-40 Mansford Street, Hackney Road, E.2. The end panels are removable and convert into two rigid, folding occasional tables. The sideboard of the set is mahogany lined throughout. Also available with it is a 3 ft. glass-fronted china cabinet.



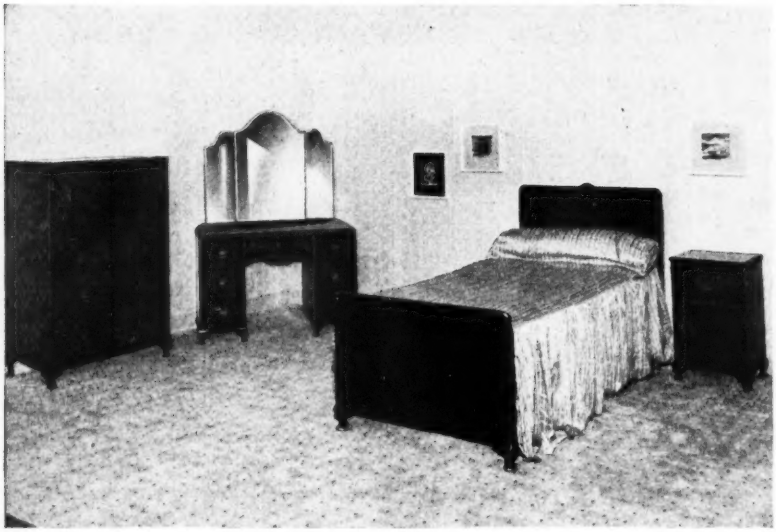


New TV Pouffe Has Seven Uses

A NEW children's all-purpose television pouffe which has recently been put into production can be converted into either two small armchairs, two box-type fireside stools, a piano stool, high-chair, small single bed, or child's cot.

The pouffe measures 18 in. by 18 in. by 16 in., and comprises two separate units with bent plywood frames, each having a sliding laminated plywood chair-back. Upholstered in leathercloth of New Elizabethan design, the units are stuffed with rubberised hair.

Manufacturers are Harry Payne, Bromley Lodge, High Street, Bromley, Kent, from whom any further particulars can be obtained.



B CM

Bedroom Suite in Walnut

Bath Cabinet Makers' Suites are all soundly constructed of fully seasoned woods to ensure long service. This Bedroom Suite includes: 4′ 0″ Hanging Robe, 3′ 0″ Fitted Robe, 5′ 0″ Robe ½ Fitted, 3′ 6″ Dressing Table, 2′ 9″ Tallboy, Bedside Cabinet, Stool, 3′ 0″ and 4′ 6″ Beds.

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£100,000 MENTAL HOME

BANFF. The North-Eastern Regional Hospital Board, 1 Albyn Place, Aberdeen, has approved a scheme for the transition of Ladysbridge Mental Hospital, near Banff, into a mental deficiency institution at a cost of £100,000. It is proposed that the existing site be extended over an area of 100 acres. An admission block will be built and "villa" type accommodation for 120 of the 600 patients to be accommodated, with 150 staff. An annual expenditure of £20,000 for five years is expected.

Chances at Homes and Hostels

DEWSBURY. The adaptation of "Highfield," Halifax Road, as an aged persons' home is proposed by the T.C.

DURHAM. The C.C. plans erection of a long-stay home at Peterlee at a cost of £5,400, and will invite tenders.

STAFFS. County Council seeks approval to erect a hostel for the aged adjoining Broadfield House at Kingswinford.

STOCKPORT (Ches). Provisional T.C. approval is recommended for the proposed erection of an aged persons' home on the Brinnington estate, to cost approximately £36,000.

MIDDLESBROUGH. T.C. proposes the erection of Thorntree hostel, £33,000 and Thorntree maternity and child welfare centre, £13,500, for which quantities will be prepared.

NEWCASTLE-ON-TYNE. Tenders are being obtained by the City Council for the erection of an aged persons' home at Kenton Hall. The architects for the work are Tasker & Child, Trinity Buildings, 25 New Bridge Street, Newcastle-on-Tyne.

OAKHAM. Rutland C.C. will spend £10,000 on converting the stable block at Stud House into an old people's home.

JARROW-ON-TYNE. Erection of hostel for Durham C.C. County Architect: G. R. Clayton, Court Lane, Durham. Quantity Surveyors: Turner & Ing, 71 Linthorpe Road, Middlesbrough. £33,781.

LINCOLNSHIRE. Erection of extension and alterations to Burgh Hall Hostel, Burgh-le-Marsh, near Skegness. Particulars, County Architect, A. R. Clark, County Offices, Lincoln.

DURHAM. The C.C. is to spend £5,900 converting premises at Seaton Carew into home for 39 people. Plans are by the County Architect, Court Lane, Durham.

NORTHUMBERLAND. Conversion of Doxford Hall, Chathill, into an aged persons' hostel. County Architect, County Hall, Newcastle-on-Tyne, 1.

PELAW-ON-TYNE. The Pelaw Hertfordshire House Community Association is planning the erection of a new hall with accommodation for 300 people, and with stage and dressing rooms. Work is expected to start next spring.

LONDON, W.C. Clutton, 5 Great College Street, S.W.1, are the surveyors for adaptations, to cost approximately £10,000, proposed by the University of London to provide a nurses' hostel at Woburn Square, W.C.1.

LEEDS. Plans will be prepared by the T.C. for erection of five aged persons' hostels.

KENILWORTH. Adaptation of Dudley House, Abbey Hill, to provide an aged persons' home is proposed by the U.D.C.

BRADFORD. T.C. Welfare Committee has approved City Architect's plans and estimate of £6,800 for the adaptations and extensions to Oak Hurst Hostel to increase the accommodation.

CARDIGAN. Adaptation of "Carningli," Priory Street, as nurses' home, for Cardigan Memorial Hospital Authorities.

CUMBERLAND. The C.C. proposes the adaptation of Derment Lodge, Tapcastle, near Cockermouth, as an aged persons' home, to cost approximately £7,000, for which tenders will be invited.

DURHAM. Hostel at Jarrow-on-Tyne, for C.C. Quantity surveyors: Turner & Ing, 71 Linthorpe Road, Middlesbrough. £33,781.

EASTBOURNE. B.C. Finance Committee has approved a tender at £67,725 for the erection of the first hostel and dining and teaching block for the Chelsea College of Physical Education at Eastbourne.

BLACKPOOL. Adaptation of The Knowle, North Shore, to form an aged persons' rest home, and development of adjoining land as a caravan site, is proposed by Fred Tunnah, Countess Crescent, Bispham.

BEBINGTON. The B.C. will ask Willink & Dod, Cunard Buildings, Liverpool, to prepare designs for a proposed town hall. Ministry sanction to spend £56,000 on the first stage has been awarded.

ESTON. First part of hotel scheme at Birchington Avenue for John Smith's Tadcaster Brewery Co., Ltd., 28 High Street, Tadcaster. £7,000.

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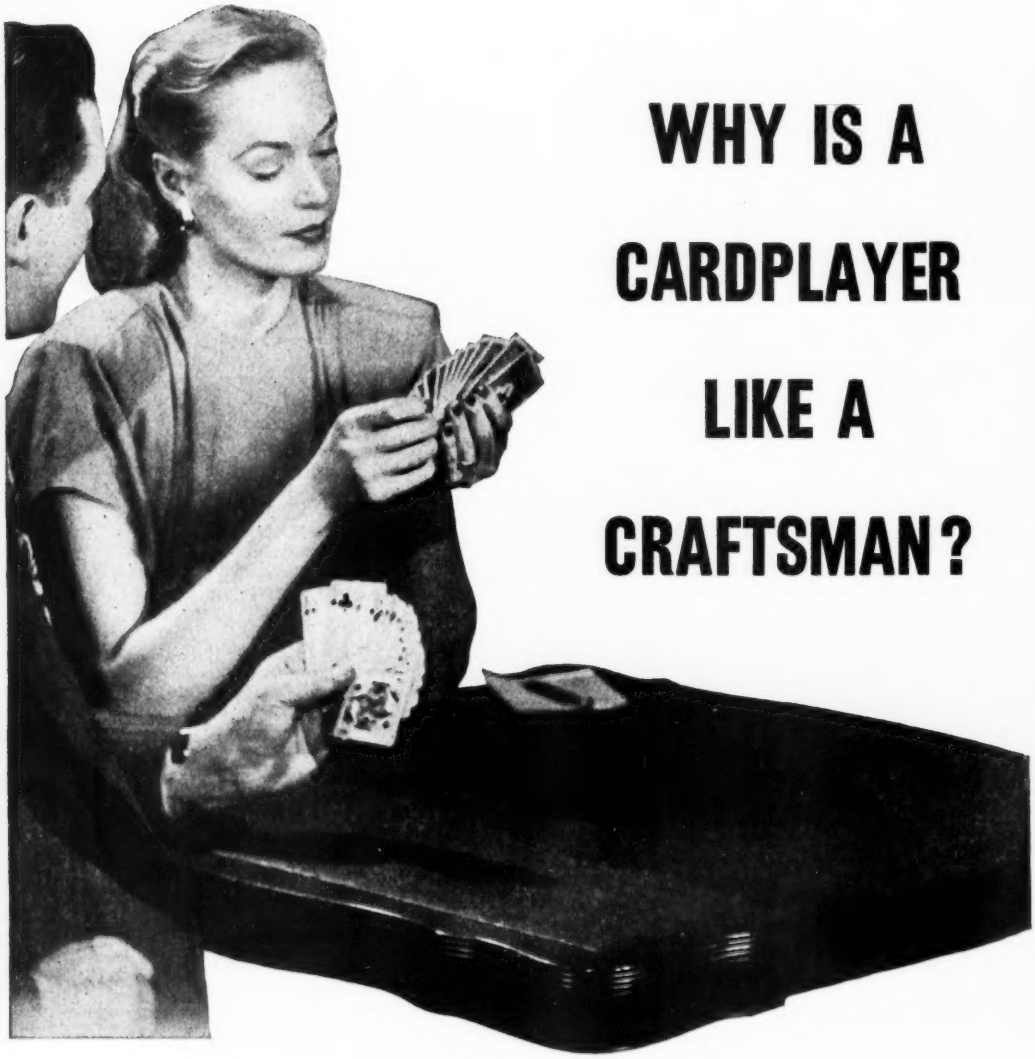

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First Instalment of—

"World" Picture Preview of November Building Show

SILVER JUBILEE

Exhibition of the Building Trades, at Olympia from November 18 to December 2, will introduce a large number of new woodworking machines. Next week's issue will give further advance details.

Big Range of Woodworking Machinery

NEXT month's Building Trades Exhibition promises to be full of interest to furniture manufacturers to judge from advance reports coming in from makers of woodworking machinery and factory equipment. This selective preview will, it is hoped, form a useful guide and enable representatives of furniture firms to make the best use of their time at the exhibition.

Thomas Robinson

A wide range of woodworking machines of interest to the furniture manufacturer is to be shown by Thomas Robinson & Son, Ltd., of Railway Works, Rochdale, Lancs. The two machines illustrated on this page and overleaf the makers describe as entirely new.

Saw Bench, Type EB/T. This 32/26 in. saw bench, with rising and falling spindle, has two-speed vee-rope drive from a self-contained motor. The table measures 5 ft. x 2 ft. 8 in., and has anti-friction rollers at each end. Maximum depth of cut is 12 in. The fence is of the tilting type and the riving knife rises and falls with the saw spindle.

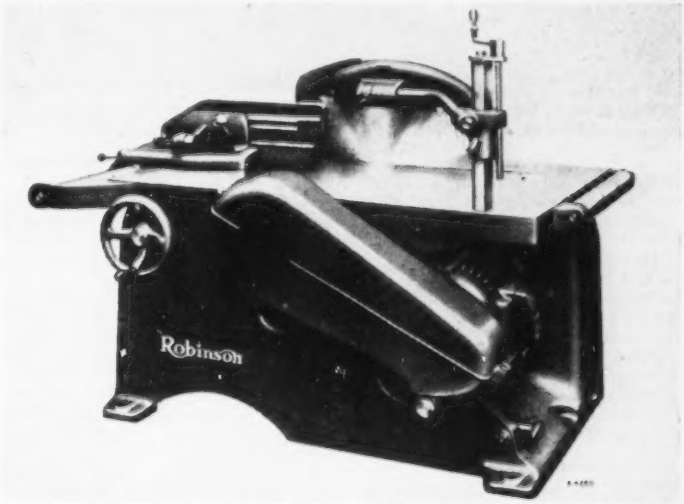
Panel Planer and Thicknesser. Type VZ/T. This three-cutter machine has two-knife circular horizontal cutter-block and is feed driven from a motor housed within the machine frame. The cutter-block is arranged for moulding. Side cutter-blocks are squared-lipped with short centre drives from independent self-contained motors. There is a ball-bearing, constant mesh, gear box. The machines are also available with horizontal cutter-blocks to take 24 in. x 9 in.

Other Machines. The Robinson range to be exhibited also includes the 54 in. vertical band re-saw, type XF/T; 30 in. bandsaw, type YD/T; tilting spindle dimension saw bench, type ZT/E; electric moulder, 4 in. x 3 in., type XD/E; combined surfacer and thicknesser, type WR/T; automatic bandsaw sharpener, type ZV/T; electric grinder, type SQ/E; cutter balance, type ZX; 10 in. bandsaw filing and setting vice, type N/NS; and 12 in. planer and moulder, type NL/T.

Dallow Lambert

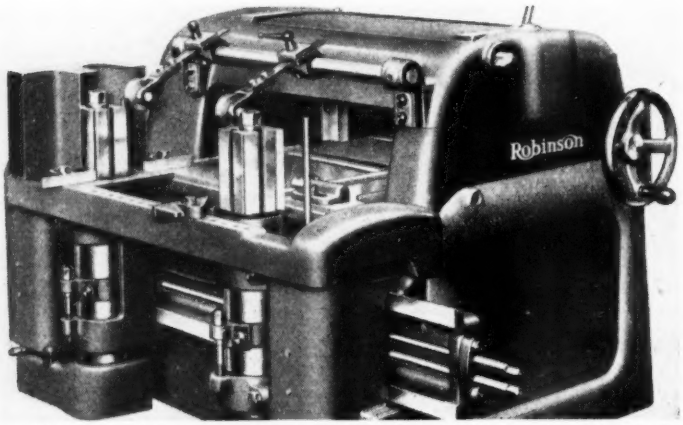
A feature of the display of Dallow Lambert will be Dustmaster unit dust collectors which embody entirely new principles. There will also be a working arrangement of a pneumatic con-

(*Continued over page*)

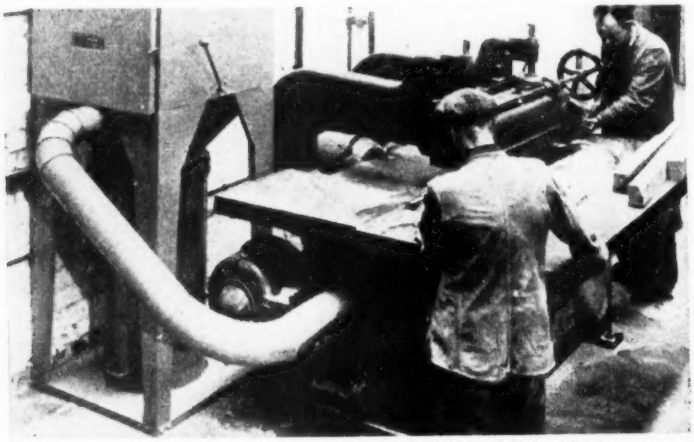


The Robinson saw bench Type EB/T, an entirely new addition to the range, will be exhibited at the Building Trade show next month.

New Machines Are Fast, Versatile



The new three-cutter panel planer and thicknesser by Thomas Robinson & Co., Ltd., has a cutter-block arranged for moulding.



This straight line edger at work in a timber mill is fitted with the new DM 10F dust collector by Dallow Lambert & Co., Ltd.

(*from previous page*)
veying plant incorporating a Venturi principle with fan, cyclone and filter. "Dustmaster" equipment, described below, is illustrated.

"Dustmaster" Units. These are available in three main series: DM50, DM100, and DM150. Eight different capacity fans and three different sized dust containers are available so that the range is considerable and suitable equipment can be offered for almost any type of dust or granular material up to a capacity of 2,000 cu. ft. of air per minute.

British Equipment

Two of the models of special interest to furniture manufacturers to be exhibited by British Equipment Co., Ltd., Ixworth Place, London, S.W.3, are illustrated.

The Tarplaner. This is a portable electric hand-plane which the makers claim, can do everything a jack plane can do but electrically and up to ten times as fast. It is equipped with 4 in. knives and there is no limit to the width of wood which can be planed. Owing to the very high speed of the cutter-block knives it is possible to plane the wood against the grain and across end grain without splitting or tearing. Depth of cut is adjusted by raising or lowering the front base-plate.

Portable Electric Saws. Advantages claimed for the "Swiftsure" range are that saw blades are mounted direct on an extension of the armature shaft and the tool requires no maintenance except for periodic re-sharpening and resetting. They are supplied in two sizes: 8 in. and 12 in.

Dominion Machinery

Feature of the stand of Dominion Machinery Co., Ltd., Hipperholme, Halifax, Yorks, is a new type of panel planer. This is the machine fitted with a knife-setter. Other exhibits will include the well known Model and Super Elliot Woodworkers, mortisers, spindle moulders, surfacers and thicknessers, saw benches, bandsaws, bench planers and bench spindle moulding machines. All these will be under power.

D.R. Panel Planer. This is a new 24 in. x 9 in. type which has been designed especially for export to Canada but also available to manufacturers in this country. The machine is fitted with a knife setter included in the standard outfit. The 7 h.p. totally enclosed motor is mounted on the main casting but is easily accessible by removing the guard shown in the photograph.

The cutter-block carries four knives and the rise and fall of the table is on ball-bearings. The knives are protected by corrugated leather guards.

Kiné Engineering

Kiné Engineering Co., Ltd., of Multico Works, Horley, Surrey, are demonstrating their range of woodworking machinery.

Saw Benches, Planers. The range includes 10 in. and 12 in saw benches, powered by either petrol engines or electric motors to suit the customer's requirements, the 6 in. planer with patent tenon attachment, and the 14 in. bandsaw.

The "Tarplaner" (British Equipment Co., Ltd.) is up to ten times as fast to use as a jack-plane.

New Multico Mortiser. The latest addition to the standard range is the "Multico" mortiser, which is being exhibited for the first time. This is a sturdily constructed, precision built machine which has been designed to perform accurately arduous wood-

working operations, thus meeting the needs of a wide section of the woodworking industry for an accurate machine at a low cost.

It is fitted with an electric motor to suit the user's requirements and a floor stand is available if desired.

A valuable feature of the "Multico" mortiser is that it can easily be converted to an extremely accurate woodworking power drill. A unique feature is the patented chisel adjusting device which ensures positive setting of the chisels.

Danckaerts

Danckaerts Woodworking Machinery, Ltd., of 2-4-6 East Road, City Road, London, N.1, are showing only new or re-designed machines. The types selected are all production machines but are moderately priced.

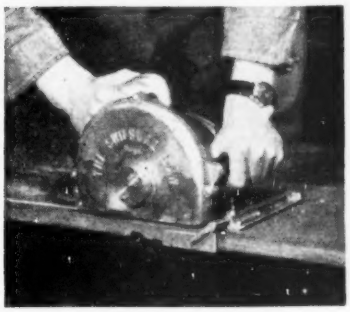
Six-cutter Planer and Moulder. Advantage has been taken of the considerable advance made by manufacturers of nylon centred endless belts and the machine exhibited is driven by standard motors which are more reliable and less costly than integral units fed through a frequency changer.

A new infinitely variable speed feeding mechanism by expanding vee-belt pulleys permits changes of feed speed whilst the machine is actually cutting.

Double Drum Sander. The machine is also driven by a single standard motor and special belts. It is fitted with the same infinitely variable speed feed gear, experiments having shown the considerable value of a big range of feed speeds on drum sanders not only for increasing output but for improving finish on certain kinds of wood. It eliminates, in most cases, the need of a third drum.

Three-cutter Planer and Moulder. This type of machine is becoming increasingly popular as it combines the advantage of a powerful thicknesser with those of two spindle moulders,

(Continued over page, column 2)



The "Swiftsure" portable electric saw by British Equipment Co., Ltd.

Latest Cross-Shaft Kilns Give Rapid Turn-Round

THE latest system of cross shaft kilns recently introduced by Sid Cubbage (Engineers), Ltd., offers a number of advantages both in improved layout, control and performance. It is claimed that greater evenness of drying is achieved and that the turn round of timber is more rapid.

Fans Powered Individually

The new range, marketed under the S.C. Mark, should attract considerable attention from the furniture industry as it offers a means of reducing drying costs.

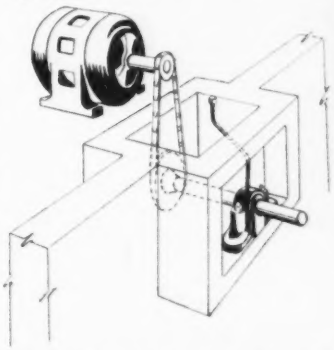


Diagram of the independent "Well Drive" unit which powers each fan. All parts are easily accessible and a steam lock and quick release plates are fitted.

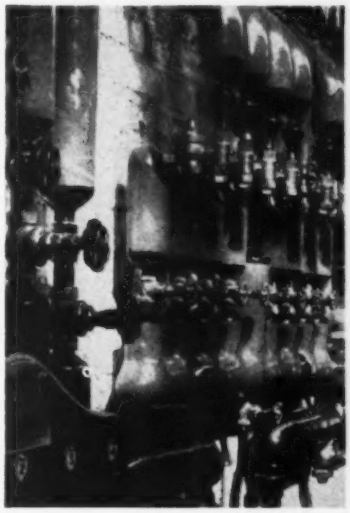
In this type of arrangement the fans are installed at right-angles to the length of the kiln. This method ensures an even and extra rapid air flow through the piled timber.

Conforming with the modern tendency to power machines independently each fan is driven by a separate motor. The individual "Well Drive" unit is fixed outside the kiln on the roof and the method therefore lends itself to easy maintenance. Where the roof is exposed the drive motor can be supplied with adequate protection against the weather.

A further advantage of the system is that the kilns can be built in parallel. This makes it possible to serve all the cells from a single control room.

Standard Control Panel

To simplify installation, maintenance and training of kiln operators Cubbages have evolved a standardised



A standardised layout has been established to simplify control in the new S.C. cross-shaft kilns installation. The illustration shows grouping of kiln heating and humidity controls.

layout for control rooms. This is admirably neat and methodical and the principles of operation can be grasped fairly quickly without experience. The firm, situated in High Wycombe, has, of course, first-hand knowledge of the problems confronting the furniture manufacturer and has therefore paid particular attention to keeping maintenance costs down to a low level. Many recommendations from works' engineers and kiln operators in the industry have been incorporated in the kilns.

Ten Degrees of Heat

The control provides for ten different degrees of heat which are achieved by various combinations of valves. Traps and strainers may be attended to individually without holding up the work since special isolating valves are fitted.

The following parts are specified: (1) Heavy 1½ in. Class "C" coils and piping; (2) Skefco heavy duty bearings; (3) Brummer drives; (4) Metro-Vick motors; (5) Mil steam traps; (6) Hattersley valves.

All the panelling is carried out in asbestos.

The makers will be pleased to undertake the erection of the new S.C. Kilns anywhere in Britain.

HARDWOOD MARKET

By Quercus

National Stock Going Fast

DESPITE the recent relaxation of restrictions on import from the non-sterling area the European hardwood market remains unsettled. This is hardly surprising in view of the prolonged upheavals in this market during the past two years caused by the United Kingdom import licensing policy. A satisfactory feature of current trading is the volume of sales to importers from the hardwood National stock. Recent reports (referred to in this column) that oak lumber is in short supply are borne out by the fact that a good deal of the National stock that has been taken up is oak. The price, it is understood, is very economic.

* * *

Prices of many of the West African hardwoods remain very uncertain, particularly those of the light hardwoods used as substitute for softwood. It is thought that the next few weeks may see some strengthening in the over-all demand for West African woods, particularly as the West African Lines Conference has recently announced a reduction in the freight rate. This is on the freight rate on shipments on bills of lading dated October 16 and onwards, and is from 148s to 127 6s. per ton net. Latest reports show that the trade is not satisfied that the reduction is sufficient and that efforts to negotiate a further reduction will continue.

* * *

Interest has been aroused by recent unofficial reports that many of the large United States hardwood producers are anxious to reopen their export trade with the United Kingdom. A downward trend is reported in the U.S. hardwood market from the very high buying level of the previous year leaving, presumably, more scope for export possibilities. It has always been contended by the U.K. hardwood trade that the additional dollar currency required for the importation of American-Canadian hardwoods would be more than recompensed by the ultimate saving on prices from other supply areas—notably Europe.

Casein glues still enjoy considerable popularity for furniture work in the U.S.A. because they are able to hold on fairly rough surfaces.

Advice To The Smaller Manufacturers

2.—Overhauling Electric Plant

WE OUTLINED last time a simple method of carrying out a check of the safety precautions in preparation for the winter production drive. In this issue I am concerned with preventing future "bottlenecks" caused by stoppages of electric motors.

High on the list of reasons for stoppages of this type is bad maintenance, and if this is revealed by your check, then immediate steps must be taken to improve it. Even the best maintenance scheme depends on keeping those responsible for carrying it out on their toes, and a quick investigation on executive level to see that it is being fully operated can often pay handsome dividends.

Preventing Overheating

One of the most common causes of stoppage is overheating, and while this can be due to temporary overloading—of which most furniture manufacturers can plead guilty at some time or other—it can also be due to the fact that the bearings are not getting a sufficient supply of lubricating oil.

If you are assured that there are no faults with the maintenance and yet a motor still has a tendency to overheat, it can often be piped to the exhaust pipe in much the same way that machine cutterheads are hooded and piped.

The suction should be adequate to cool the motor, and will serve a double purpose by carrying away all chips, dust and dirt. With enclosed motors, the exhaust pipe may be connected through an opening in the enclosure so that it acts as a hood.

Damage By Grit

In bad cases which do not respond to these precautions, it will often be found that dust and grit have accumulated in the bearings. The only answer here is a thorough cleaning.

Excessive vibration can, of course, be due to a poor foundation but other causes are coupling and driven equipment out of balance, bearings defective or out of line, excessive end-play, shifting of balancing weights, or it may be a polyphase motor running only single phase.

If the trouble is polyphase running single phase, check for an open circuit. Excessive end-play can be remedied by adding a washer or taking a bearing adjustment.

Building Trade Show

(from previous page)

for many operations in the joinery industry. It is a great labour saver. The new infinitely variable feeding mechanism has been incorporated and the system of pressure greatly improved.

Sectional Feed Thicknesser. Built on an entirely different principle from all other machines of this type, this planer is not only extremely powerful when used on heavy timber but also capable of some of the finest possible work on narrow and thin material. It has the new infinitely variable feed gear.

Automatic Double-ended Tenoner. For many years there has been a demand for a moderately-priced double-ended tenoner which would not occupy too much space in the average mill. This machine is entirely new and is designed for short runs as all its adjustments can be made in a few minutes. Its capacity is sufficient for the fast production of all the sections which can profitably be machined on a double-ended tenoner in most joinery works.

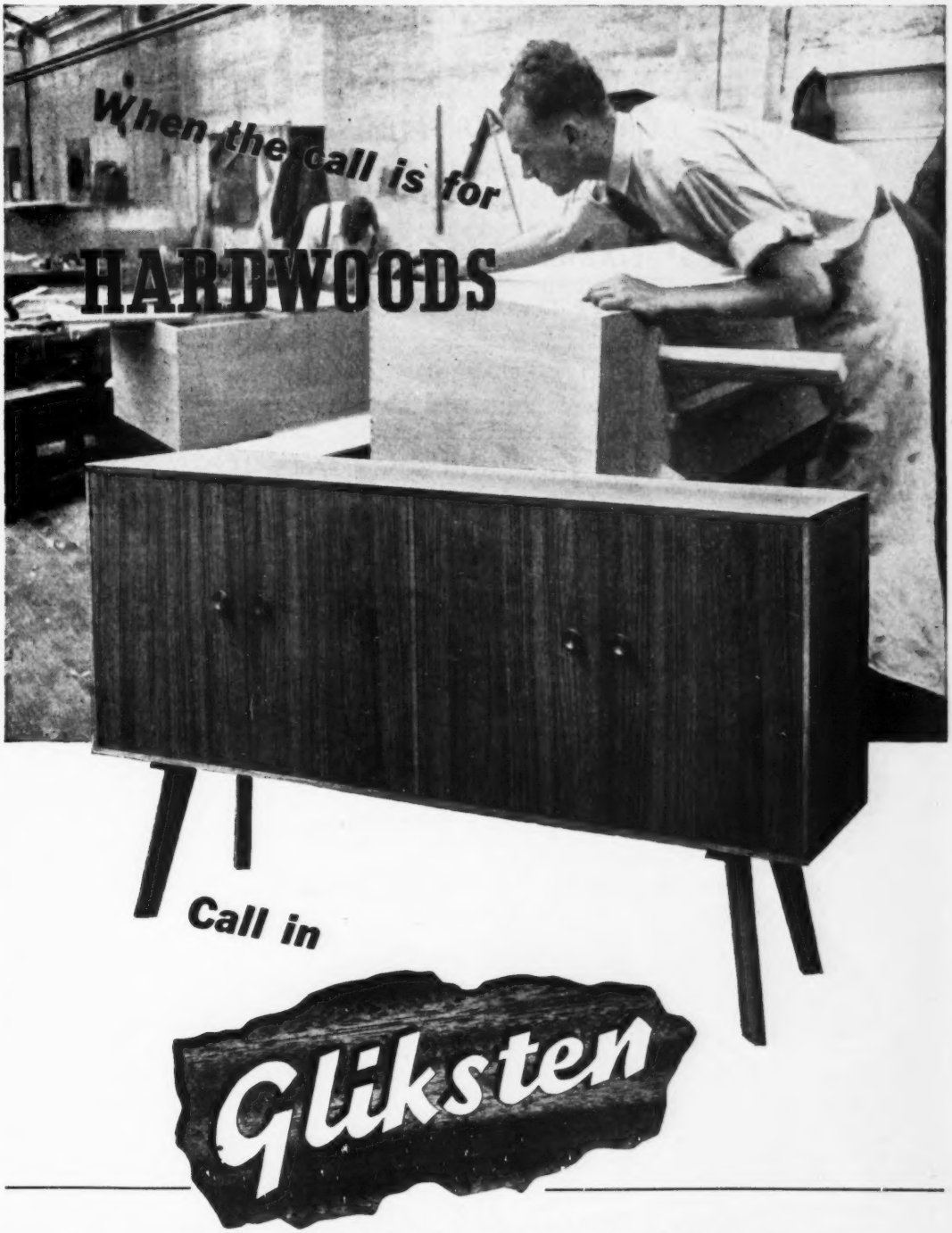
Multiple Rip Saw. This is another entirely new production. The machine occupies very little space and is primarily designed for light framing, ceiling laths, cutting up timber for moulding, etc. It will replace straight line edgers in many cases and permit considerable savings of wood and labour. It also has the new infinitely variable feed gear.

Routing Machine. For many years Danckaerts have preferred an endless belt drive from a standard motor to routers. The machine exhibited is entirely new and incorporates this feature. It provides two rotary speeds to the bit.

Circular Saw Sharpening Machine. Another fully automatic machine.

Rayon Transmission Belts Score

AN American company manufacturing all rayon fabric rubber transmission belts claims that these are stronger, less bulky and have a longer life than equivalent cotton fabric belts. For instance, a 6-ply rayon fabric belt, it is claimed, is no thicker than a 4-ply cotton belt. Rayon fabric belts are suitable for fans, air compressors and other equipment.



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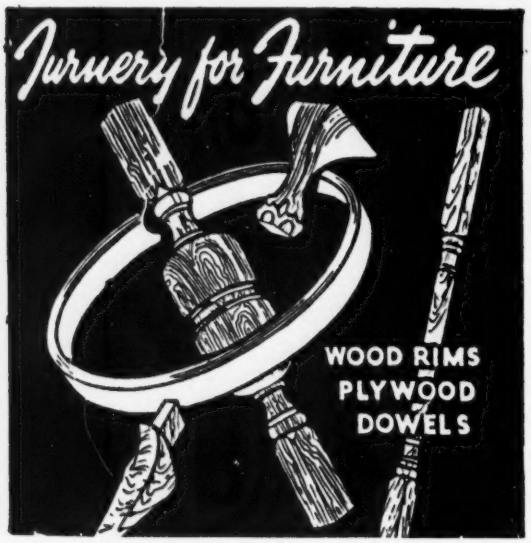

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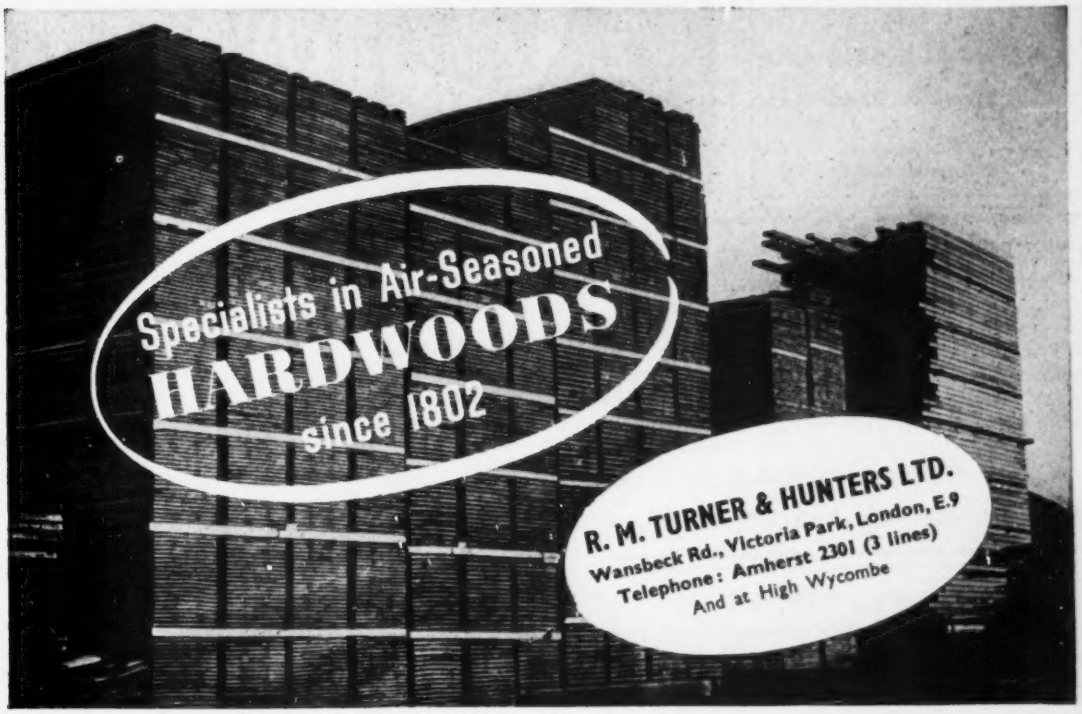

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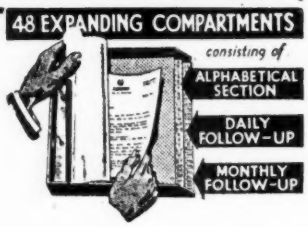

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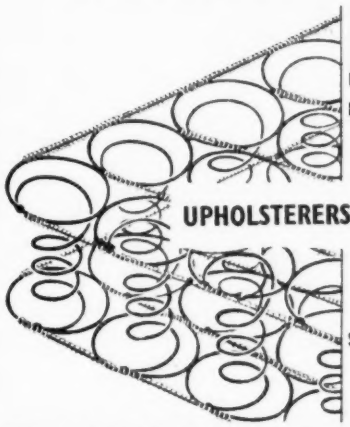

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